

LEADING LIFE INSURANCE WEEKLY

The National Underwriter


LIFE INSURANCE EDITION

THURSDAY, DECEMBER 23, 1920

NEW TERRITORY DEVELOPMENT FOR 1920



Creating Opportunities

 THE policy of the Peoria Life has been to create opportunity for its agents.

The new territory development which has marked the activity of this company during 1920 was initiated and maintained with the end in view of giving the maximum opportunity to Peoria Life agents.

Our big general agencies are always given to Peoria Life men.

GOOD CONTRACTS TO LIVE CLEAN AGENTS

PEORIA LIFE INSURANCE COMPANY

PEORIA

ILLINOIS

ARE
YOU
INTERESTED?

No. 00245

Indianapolis Ind. Oct. 1st 1920.

On October 1st, 1920 PAY TO ORDER of—

Richard Roe \$8,170⁰⁰/₁₀₀.

Eight Thousand, One Hundred, Seventy⁰⁰/₁₀₀ DOLLARS.

To —
FLETCHER AMERICAN NAT'L BANK Reserve Loan Life Insurance Co
INDIANAPOLIS, INDIANA.



WE SELL YOU THIS
DRAFT,
PAY FOR IT IN
INSTALLMENTS

"SOMETHING DIFFERENT"

This Policy is Getting the Business. Over \$9,000,000 Written in Ten Months.

—1921—

WHAT ARE YOUR PLANS?

GENERAL AGENTS SEEKING NEW CONNECTIONS FOR 1921 SHOULD WRITE US.

WE HAVE FINE TERRITORY OPEN.

RESERVE LOAN LIFE

Insurance Company, Indianapolis, Indiana

Insurance in Force, Over \$49,000,000,00

The National Underwriter

LIFE INSURANCE EDITION

Twenty-Fourth Year No. 52

CHICAGO, CINCINNATI AND NEW YORK, THURSDAY, DECEMBER 23, 1920

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Life Executives Face Big Financial Problems

Chief Concern Is Proper Absorption and Digestion of the Business Written This Year Rather Than Financing Next Year's Writings—Little Trouble in Regards to Investments.

NEW YORK, Dec. 21.—Never in the history of life insurance did financial and investment problems of the business loom as large on the horizon as they do today. Life insurance officials in the east are very much disinclined to discuss the financing questions of the day but the fact of the matter is that the big outstanding thing that life insurance executives are grappling with right now is the proper and expeditious financing of the life insurance institutions of the country so as to make at least a fair showing in the next annual statement and to digest the unequaled volume of new business that has been rolled up this year.

Figures for Year Amazing

The amount of new life insurance written in 1920 will, when the figures are announced shortly after the first of the year, amaze even those who are familiar with what is happening. Practically all of the big New York companies will show an increase of 30 per cent or better. This in spite of the fact that 1919 was a record breaker for new business. Last year's figures will go by the boards when this year's writings are announced. Well informed life insurance officials in New York seem to feel that the production figures reached by the companies this year will stand for some time to come, and that it will be several years before the total writings of all companies will equal the mark attained this year.

Brings Serious Problems

This great wave of new business has brought with it grave and serious problems. Some of the smaller companies are more vitally affected by this year's heavy writings than the older institutions with larger resources. Life insurance, as everyone knows, is a purely mathematical proposition. A company with so much capital, assets and surplus can write only so much new business during the year. If the normal and proper figure is exceeded there is trouble. Only so much new business can be absorbed without financial damage to a company. But this year many of the companies have had to ignore the rules. They could not send word out to the producing forces that no more new business was wanted. Such action would have caused destruction and disorganization of the field staffs. As a result a number of companies have taken on too much business. They have not done it with their eyes shut. They have known perfectly well what they were doing, feeling that there was nothing else to be done.

May Show Loss in Surplus

Companies that have followed this course are going to show quite a marked loss in surplus, and even those that have not written business beyond the figure originally set will exhibit

after the first of January financial statements that will be difficult for the layman to understand with the knowledge that the greatest volume of new business on record was acquired in 1920. All of the financial juggling that is to be done will take place before the first of the year. It is the general opinion of the life insurance investment men of the east that after January 1 all of the companies will be "around the corner," and that the financial crisis will be over.

Big Companies Little Affected

It has been the opinion of those who have not gone very deeply into the question that the big eastern companies might be rather embarrassed financially. Life insurance men have said: "I imagine that the big companies that have been writing such a heavy business must be rather up against it now. How are they handling themselves financially? How can they possibly put up the reserve and pay the expenses and not lose a lot of surplus? These big companies must be in a pretty uncomfortable position just now." The fact of the matter is that the big companies are quite apparently less affected by the present usual conditions than the moderate sized institutions. Here is the situation with the New York Life, Equitable of New York and Mutual of New York, as outlined by one of the vice-presidents of these companies:

In No Sense Out of Market

"For several years prior to now we have been figuring that we would be off the investment market this year and for several years to come for the reason that from now until 1926 we are going to be paying off large sums of money in deferred dividend and tontine policies. You will remember that just before the life insurance investigation of 1905 and 1906 all of the eastern com-

panies were writing a great deal of this business. From now until 1926 it will be going off the books. These are high reserve policies. The amount of this business is large, and until this year we thought that we would at this time simply be paying out money and marking time so far as a gain in surplus was concerned. But the big flood of new business that has come to us this year enabled us to keep going, to continue investing as before. We are in no sense out of the market, and on the other hand our principal regret is that we have not available more free surplus with which to purchase the many desirable securities that may be had on an attractive basis just now."

Preliminary Term Companies

The companies operating on the preliminary term basis have been least affected by the big volume of new business. The surplus account of companies operating on this basis has not been drained so heavily. Many of the companies of the middle west, west and south have been able to absorb an exceptionally heavy volume of business and have not been put to very much trouble in financing it. The big companies have been able to take care of the heavy volume because of their large resources, but it is the medium sized companies not operating on the preliminary term basis that are having, in some cases, a rather unenviable time in preparing an annual statement that will pass muster.

How Companies Are Investing

Because of the very unusual financial conditions of today, it is interesting to learn what the companies are doing with the money which they have to invest. The big New York companies are buying in quite large quantities Liberty bonds to net over 6 per cent. Libertys are non-taxable, are liquid and

yield a very good interest return. Many of the eastern companies feel that it is not possible to invest money more satisfactorily than in Liberty bonds. More than the usual amount of money has been invested in farm mortgages by eastern companies this year. This is perhaps not due so much to the fact that the companies look with any more favor than before upon farm mortgages, but rather that the banks have been tightening up and that farmers have not been able to finance themselves through local bankers. Life companies have been able to buy farm mortgages on very favorable terms and have diverted considerable of their funds to farm mortgages in the west and south.

Taking More City Mortgages

Most of the life companies have purchased city mortgages on residence properties, more generously than usual. In fact the Metropolitan Life is said to be investing practically all of its money in housing projects. The company feels that it is a patriotic duty to relieve the housing situation and is putting most of its funds into apartments and housing operations. The life companies have not invested very heavily in mortgages on business and mercantile property in large cities this year. These loans are usually for large amounts and are non-liquid. In addition there is some uncertainty as to the business outlook, which adds a speculative element to loans of this kind while a mortgage loan on a residence property will be gilt edged for many years to come. The housing shortage cannot be relieved over night.

Utility Bonds Not Popular

Very few companies in the east are investing any money in public utility bonds now. The investment men of the life companies in the east say that the public is disinclined to get behind any movement to boost public utility rates. The public does not like to pay high rates for gas, electricity, light, heat, power, telephone service, street railway transportation, etc. It is most difficult for the principal public utilities of country to get satisfactory increases in rates. The public wants good service but is not willing to pay enough for it. The attitude of the public is apparently not going to change, and for this reason it is thought by investment men that there will be no great change in the condition of public utility securities for several years to come. In fact when prices generally go down it is thought that the public will make a clamor for cuts in rates for public utility service, and this will put this class of securities in an even weaker position than now occupied. With this as the probable trend, life insurance companies are simply not investing in public utilities.

Watch Railway Security Market

Municipal bonds are being purchased rather sparingly. Some companies are of the opinion that railroad securities

AN IDEAL CHRISTMAS GIFT

The characteristic sentiment of Christmas is a warm, outspoken affection for our near and dear ones.

The deep appeal of Christmas is the opportunity and occasion it presents to express by word and deed that love which, the whole year through, we permit to be taken for granted.

It is wonderful to contemplate the returning tide of greeting, gratitude and good will that follows our gifts and brings the assurance of a heartfelt appreciation.

How necessary is it, then, that we see to it that the loving message we send should not be ephemeral or trifling!

The ideal gift is that which at once partakes of the fulfillment of an altruistic obligation and carries with it the dignity of a permanent expression of affection.

A LIFE INSURANCE POLICY, payable to mother, wife, children or any other dependent, will bring the greater glow of a secret satisfaction in the thought that it will be most appreciated when the giver is no longer here to receive words of gratitude.

—JULIUS H. MEYER,

General Agent New England Mutual Life, Chicago.

can now be acquired with confidence that they will improve. The life companies are watching the railroad security market closely and every once in a while purchase what appears to be a good railway issue. However, most of the life companies are rather heavily loaded up with railroad bonds and do not care to allow too much of the present available investment funds to flow into this channel.

On the whole the companies are buying principally Liberty bonds to net over 6 per cent, farm mortgages and city mortgages on city residence property. In remarking upon the problems of the life insurance company with funds to invest today, the president of one of the largest eastern companies said:

"There never was a time since I have been in office that it was possible to invest funds so advantageously as now. The investment market is simply glutted with the very choicest investments, yielding high interest returns and thoroughly surrounded with every safeguard. The truth is that every company regrets exceedingly that there is not available more cash with which to take advantage of the present situation. The big feature of the present market is that while interest rates on the very best securities are high today, there is liable to be a drop. It is only reasonable to expect that as time goes on interest rates will go down. If life insurance companies could invest large sums of money today at prevailing interest rates they could assure themselves of high interest returns over a long period of years. That is why we are looking out for long-term securities. We simply want to tie our funds up in a class of investments that will over a long term of years return to us a high interest rate. But while there is a favorable aspect to look upon, there is also the other side. We own several million dollars worth of Liberty bonds purchased at par. We also have large quantities of municipal and public utility bonds yielding low interest rates. The market on these securities is low. We should like to sell them and reinvest the money in long-term securities yielding a high interest rate. There would be no advantage in such a move because we would lose heavily by having to take the market price for securities that we paid a much higher figure for than can be demanded now. In other words, the market is low and it is a buyer's market, not a seller's."

The vice-president and treasurer of one of the principal eastern companies said regarding the financial outlook: "There is one thing rather striking about the present situation, and that is that prices are going down without a panic. In other similar situations it has always been the case that there has first been a panic and that prices have dropped as a result of the panic. This time the process is very much changed. Prices are simply coming down to a level more nearly fitting present conditions and there is no panic in sight. In fact, most of the talk about a panic has emanated from the bankers of the country. I believe that we have for several months now been passing through what might be termed a 'bankers' panic.' Bankers have seen a much heavier demand for loans, have had to loan their customers more and more, and have not been able to see the end of it. They have felt that it could end only in a financial crash. They have not realized that the condition of the banks is not necessarily a reflection of the condition of the business of the country generally. Our Federal Reserve system has changed things a great deal. Just because the bankers are a little short of money is no reason for a financial panic. The country is in sound shape and we have passed through some of the worst months that we will have, financially speaking. It will only be a short time before the economic conditions of the country are readjusted. We are much nearer to a normal level than most people imagine."

URGES HIGH STANDARD

CLEARY CARNEGIE SPEAKER

Vice-President of Northwestern Mutual
Addresses Graduates of Life
Insurance School

M. J. Cleary, vice-president of the Northwestern Mutual Life, in addressing the graduates of the School of Life Insurance Salesmanship at Carnegie Institute last week, emphasized the necessity for maintaining the highest standards in the profession as a requisite to success. He said in part:

Does the service of life insurance involve things which are sacred and important to individuals and to society? Does the rendering of that service demand a high degree of skill and a high quality of character and integrity? If it does, then the success of life insurance and of those engaged in it, depends upon the skill, integrity and character which you and men like you bring to it.

Make Record for Homes Protected

The value and the quality of the service that you are to render when you go out from here will not be measured so much by the volume you write as by the number of homes and families you protect. Do not regard it as necessary, however satisfying it may be, to write great volume through large cases. Your greatest compensation, as true professional men, will come from consciousness of service rather than from commissions on business. Too little credit has been, but hereafter more will be given to the life man who makes a record in the number of homes protected, rather than in the volume of insurance sold.

Public Doesn't Know Its Needs

The modern contract of life insurance is cut to fit every need of man. The insurance-buying public does not know its needs. When life insurance men equip themselves to diagnose the needs of their clients and conscientiously and unselfishly devote their knowledge to administering those needs, then, and not until then, will they be entitled to, and receive a professional classification. The layman does not and cannot know his needs. He must rely upon you for intelligent and unselfish advice. He has a right to do so because he pays you for expert advice and he pays you better than he does his doctor and his lawyer.

To give the service your compensation demands you must know your goods—your service. You must know the circumstances of your prospect to know his needs and you must know how to apply your policy—your service so as to supply what he ought to have.

Must Keep on Studying

The professional man who ceases study upon graduation will not reflect credit upon himself or his calling. You have been taught the basic things here

and you could not have been taught more. You have been taught how to study, and, if you have learned that, you are well equipped. Continue your study that you may be prepared to serve in a way that will give you the place and the success open to you.

Life insurance men cannot attain to, or maintain a professional classification unless absolute integrity and loyalty characterizes their relations to their company and to their clients. Honest, intelligent service brings business to you. No man can have a greater business-getting asset than satisfied clients. No man is stronger than he who has the complete confidence of his company and of his patrons.

You cannot be professional unless you are professional in your attitude to those engaged in the same field, whether associates or competitors.

Twisting Not Profitable

It is neither profitable nor professional to twist business. You cannot shake the confidence of any man in the agent or the company with whom he has dealt without shaking his confidence in all insurance and all insurance men to some extent. He is left an easy prey to the man who follows you. Why do it? All about you, wherever you go, there are men and women who have no insurance at all, or less than they should have. Spend your time and effort on them rather than on the destructive business of twisting, to the detriment of the individual and life insurance generally. It is better, and possibly easier, to sell a man with an unsatisfied need than to shake the confidence of a man in what he has. Do not twist. It not only injures, but it degrades. Use your influence to eliminate the practice. Be loyal to your company. You must build up and retain a satisfied clientele. You cannot carry customers from company to company with you. Once serve a man with life insurance on the ground that it is the best that can be had and it will be difficult to explain to him next year that your new connection furnishes better contracts.

Do not consider your service finished when the policy is delivered. Keep in touch with all your clients and hold yourselves ever ready to serve them in fact and in deed.

May Limit Lines in Kansas

Life companies operating in Kansas in some instances may have to stop writing some of their lines. Superintendent Travis has found that several companies are writing lines for which they have no certificate in Kansas. In a few instances they have no authority to write these in their own states under their charters. With the new forms for application for a renewal of the Kansas certificate the superintendent is calling the attention of the companies to the violations and directing them to stop writing the unauthorized lines and not make applications for authority for these lines in Kansas, or to include all lines which they do write in their Kansas application.

NET COST ARGUMENTS AID TO THE TWISTER

I. H. Offner Tells Salesmen to Use
Fewer Figures in Their
Canvass

POINT OUT THE BENEFITS

Chicago Salesman Shows Some Features That Cause Life Insurance to Stay on Books

The subject of "Writing Persisting Business" was presented by Isaac Hamilton Offner, one of the leading producers of the Massachusetts Mutual in Chicago, a member of the Bokum & Dingle organization, at the recent meeting of the Chicago Life Underwriters' Association. The broadness of the subject gives to Mr. Offner an opportunity which he has grasped and exploited to its fullest extent. He said:

I have accepted the subject because it appears to me one which underwriters seldom think of when writing the business,—or until the risk of losing the policy forces them to think of it.

At this time the tendency seems to incline towards economy of expenditure. Many policyholders have been taught that life insurance is the easiest asset to let go of.

This attitude of the public is attributable to the selling methods which many life agents use—that is, stressing the money cost and the cash values.

Must Stress Persistence

The most important thing that the life agent has to do is, of course, to insure lives. Next to that is to insure them so that the insurance persists. In order to do this properly requires more than the possession of a rate book—and more than the ability to make out an attractive net cost statement.

If that is all it required the office stenographer could save us the trouble of ever calling on a prospect. She could mail a rate book or a net cost statement to everyone we intend to call on.

I could teach her to make out beautiful net cost statements in 30 minutes, and she could do it forever and just as well as I ever could.

What Is Net Cost?

What is the net cost of life insurance, anyhow? Is it premiums, less dividends, less cash value, or is it something entirely different from this and who pays it? My idea is that the actual net cost is the difference between the premiums paid and the value of the policy when it becomes a claim.

And who pays the net cost? Is it the insured? Certainly not the insured. The insured's family pays it. And when does the insured's family pay it? When the insured dies, without, or insufficient, or improperly selected insurance.

Does His Own Investing

Let us suppose a man of family without insurance—without it because he has always been solicited on the basis of net premiums and cash value. He has concluded that he can invest his money to better advantage, get better cash returns, say in 20 years, the period you have selected for your illustration—can get better cash returns than the insurance company can give him. From an investment standpoint he most assuredly can. So, instead of depositing an annual premium with the insurance company, he invests regularly and soundly that amount. He is investing it for his family as well as for himself—probably more for his family than for himself and more carefully than if only himself were to be considered. He is doing it wisely and successfully. He is one of a thousand similarly situated. He goes ahead regularly and methodically for ten years—and then he dies. He becomes one of the hundred similarly situated who die during that ten years. What, I ask you, is the net cost to his

FINANCIAL QUESTIONS OF THE DAY

Life company officials have as their chief concern the proper absorption and digestion of business written this year, rather than how next year's writings are to be financed.

The total life insurance writings for 1920 will be much larger than even those in close touch with what is going on as anticipated or predicted.

Life insurance investment and financial men are doing their biggest worrying of the year now. Business is declining, and next year will take care of itself.

Life companies are having no trouble in investing money advantageously. There are so many good investments on the market that all companies regret that they have not more money to invest now while such unusual opportunities exist.

Liberty bonds and farm mortgages are being invested in more heavily than any other class of securities.

Public utility bonds, municipal bonds, railway stocks and bonds are attracting less life insurance money than formerly.

family? Oh, it is a very simple calculation. Just the difference between what he has accumulated and what his family would have received through similar deposits under an ordinary policy. That is, if his deposits had been, say \$1,000, per year, and he increased them at the rate of 5 percent compound annually, the difference between \$13,000 and \$50,000—the difference between an income of \$650 per year and \$2,500 per year.

Cost Stated in Figures

This is a pitifully excessive cost to his family—to his dependents, probably an irreparable cost. But, do figures tell the whole truth? Can you truthfully state the cost in figures? Is not the cost something far greater, and far more human than dollars? Is it not the difference between happiness and misery? Is it not the difference between independence and dependency? Is it not the difference between proper nourishment for the babies and under nourishment, between education and ignorance, between nobility and meanness? How, under heaven, can figures tell the truth about this?

This is my credo—it is what I believe is the only true statement of net cost.

Net Cost Statement

I, for these reasons, seldom present what is known as a net cost statement. I do so only when demanded by my prospect—by whom it is never demanded unless he has been educated to it by some other agent. If I should voluntarily present one, here are the items I should like to set off against one another: Beneficial requirements: Wife, X dollars per year. Each child X dollars per year. Old age, X dollars per year. Investment requirements to accomplish this: X dollars per year. Investment requirement in failing to provide it: Worry, X dollars per year. Loss of courage to take legitimate risks which I could have taken if sufficiently insured, X dollars per year. Loss of ability to accept opportunities to invest larger part of surplus income in business adventures which must now be reserved in conservative savings because the family is not protected by life insurance, X dollars per year. Total cost of not insuring 3X dollars per year. Cost of insuring X dollars per year. Net gain by insuring 2X dollars per annum. This is merely an arbitrary illustration, which if it could be expressed in dollars would, I maintain, demonstrate the excessive cost of not insuring.

Cost of Insuring Definite

The apparent difficulty is that the cost of insuring, is, so to speak, a visible quantity—clearly expressible in money—while the cost of not insuring is intangible, an invisible quantity, not adaptable to an expression in money. Being a moral quantity it can, and must be emphasized far stronger in presentation than any mere money value. The moral quantity furnishes the lever which raises small policies to large ones, and furnishes the appeal which sells the most satisfactory and persisting business, satisfactory to the buyer and the seller. Presented from this angle it has the most enduring, and persisting force.

If the insured does not value his policies from this standpoint, he will drop it at the first financial twinge—or at the first opportunity to invest his cash value to better money advantage to himself. He is food for the twister.

The reason is that the cost and cash value have been stressed and the purposes and benefits have been presented as secondary to the so called investment feature.

Very Few Figures Needed

I believe that very few figures are necessary in a life insurance recommendation. A great deal of insurance sold by and from figures does persist. Figures do not furnish the persisting quality. I mean insurance so sold is not innately persisting. It will, and does persist if nothing occurs to disturb. Let the least disturbing influence enter, and the chances are all in favor of it being dropped. A little change in individual scale, the suave and persuasive jargon of the professional adjuster, whose great stock in trade is cost, cheapness, interest investment returns from cash value—just the things the agent stressed so emphatically when he sold the policy—all these selfish benefits that the agent made to glitter—are now used with great ability against the policy.

You say figures do not lie. I say, when it comes to life insurance, figures

(CONTINUED ON PAGE 15)

MORTALITY EXPERIENCE FAVORABLE

Year Had Bad Start, Due to Influenza, but Results in Recent Months Have Been Above Ordinary

NEW YORK, Dec. 21.—Life companies in the east, without exception, report an exceptionally favorable mortality experience for this year. The average mortality ratio will not be so low as it has been in other years, but considering the rather heavy influenza losses of the first three months of 1920, the final showing will be most surprising. The influenza epidemic early in the year gave the companies a bad start. It was felt that it would not be possible to overcome the handicap created by the influenza death losses, but after the epidemic had passed the mortality improved steadily. The companies finished the first half of the year in fairly good shape and since July 1 have enjoyed a mortality experience very much out of the ordinary. Since the time that death losses began to get back to normal in April and May the experience has steadily improved. At no time has the mortality curved upward.

Medical Men Optimistic

Medical men in the east are very optimistic over the outlook. They feel that there is every reason to expect next year and for several years mortality results at least as favorable as those recorded this year. The chief examiner for one of the largest eastern companies said: "I have been studying some figures lately and have discovered that where as much as \$100,000,000 or \$200,000,000 of new business is put on the books in one year and yields the company a favorable experience, it can be taken for granted that the results on this business during several years that follow will be favorable. For some reason that I have not been able to determine, a favorable first year's experience on this much business forecasts an equally favorable showing during the years following. I do not know why this should be true, but a study of results proves that it is invariably the case. With this in mind it is not amiss to predict that our mortality figures, during at least the next five years, are going to be decidedly gratifying."

Less "Toning Up" by Prospects

Another medical man who is a student of the business said: "There is no arguing the fact that a prospect has to a larger extent than is generally conceded the faculty of self-selection. That is, an applicant for life insurance can, more than many of us suspect, make his medical examination appear favorable or otherwise. He can bolster up his own case to a degree not often imagined. I am confident that during the last year or two there has been very little of this thing of prospects toning themselves up for medical examinations. Sales have been easily made. Agents have had no time to fuss around with impaired or underaverage risks. The natural selection has been favorable to the companies. The fine, healthy specimens of the country that have never applied for life insurance before have presented themselves to us during the last year or two. They have been moved to action from various causes which I do not have to discuss, but which are familiar to every sales man. The point is that some of the best physical risks in the country have risen to the surface as life insurance prospects. We have had as applicants, not only those whom agents talked into buying insurance, but thousands of others who needed only the slightest pressure from life salesmen to win them over. Hundreds of big business men, who had enjoyed good health all their lives, came to the conclusion in the last year or two that perhaps after all they needed life insurance. We have written these

fine risks by the hundreds and the caliber of our business during the last two years has, in my estimation, improved to quite an extent."

Don't Fear Influenza Return

Eastern life insurance medical men have no fear of a return of the influenza this winter. At any rate they do not fear an epidemic of a savage or disastrous character. The view most generally held by the medical men of the eastern life companies was well expressed by one in New York, who said: "While any talk regarding influenza returning again this winter is pure speculation, it is nevertheless rather safe to expect that death losses due to influenza in 1921 will not be abnormal and certainly not as heavy as they were this year. The first influenza epidemic did the big damage. It was far reaching, deadly and virulent. The country was unequipped to cope with it. Thousands of people died unnecessarily, or because they did not know how to protect or take care of themselves. The first influenza epidemic became one of the greatest tragedies of modern times, largely because the people of the country were wholly unprepared to combat it."

Took More Preventive Measures

The epidemic of last winter was not nearly so fatal in its results, first because the influenza did not come in such virulent form, and second because people were afraid and ready to take measures of precaution. Look up the records. You will find that thousands of people went to bed last winter and stayed there for a week or so the first time they had a chill, a headache or any sign of ill health. The accident and health companies were literally swamped with claims from people who went to bed, not because they were sick, but because they thought they were going to be and were afraid of contracting influenza or pneumonia. Unnecessary deaths were prevented. Of the total cases reported there was a much smaller proportion of deaths. The way to prevent a contagious or epidemic disease is to isolate or segregate the cases reported. In the New York public schools last winter if a child showed symptoms of influenza, he or she was sent home without further delay. Sometimes classes were reduced 50 per cent, but no one was allowed to remain in school who showed influenza symptoms. As a consequence influenza cases among New York school children were greatly cut down.

"While one man's guess is as good as another, I find that doctors generally feel that the wave of influenza and pneumonia has been about spent and that this year influenza and pneumonia cases will be only slightly above normal. I think that there is every reason to feel that our influenza and pneumonia losses during the early months of 1921 will be only slightly higher than in normal years."

Have Not Let Down Bars

It is certainly a fact that life companies have not let down the bars in writing business this year. In fact just the opposite has been true. If any change has been made the companies have rather tightened up on requirements, have been inclined to reject border line cases, and have been more discriminating and exacting in their medical standards. This is rather stoutly denied by most of the medical men, but those who are really in touch with conditions say that nearly all of the life companies have declined to write

(CONTINUED ON PAGE 9)

REPORT ON STATUS OF CINCINNATI AGENTS

Committee of Life Underwriters Association Concludes Investigation

CAN'T ACCOUNT FOR ALL

Licenses Issued to 1,300—Against Part-Timer, Except Those Likely to Become Regulars

CINCINNATI, O., Dec. 21.—The committee of the Cincinnati Life Underwriters' Association which has been making an investigation into the standing of 1,300 life insurance solicitors, licensed by the state of Ohio for Hamilton county, made its report to the organization last Friday. The committee has held several meetings since September and has checked the list of solicitors licensed against names in the city directory, the Underwriters' Handbook of Ohio and the telephone directory. After a careful consideration of each name, the committee has not been able to account for quite all of the solicitors licensed.

What Report Shows

The report of the committee discloses that there are 502 full time industrial agents in Cincinnati, 35 agents representing a company writing health, accident and life insurance and 267 others whose entire time is used in life insurance solicitation. Part time men total 190; 63 fire insurance agents, 54 writing general insurance lines and 73 others engaged in commercial pursuits, exclusive of insurance. The committee reported that the most successful general agencies in Cincinnati were those employing almost exclusively full time men and that their investigation seems to indicate that an agency which spent much time in handling part time men could use the time of its office force to better advantage in seeking and training men for full time work. In other words it seemed to be questionable whether an agency employing a large percentage of part time men was investing its energy to the best advantage.

Recommendations of Committee

The following recommendations of this committee were adopted:

That employment of part time agents should be eliminated except where the part time man had the capability and purpose to develop into a full time agent; that the insurance commissioner should be notified immediately when an agent was no longer representing a company, instead of permitting his name to remain on the books of the state as a licensed agent until time of expiration of license; that all general agents should urge their full time men to become members of the local association; that general agents urge part time men who were seriously in the life insurance business to become members of the local association, and a special recommendation indicating that the association approved of the city occupational tax of \$15 for life insurance solicitors, inasmuch as an occupational tax was in force.

City Checking List

It is said that the city auditor is checking a list of licensed agents against the payments of the city occupational tax and it is expected that a not inconsiderable number of part time agents will be eliminated automatically by this tax. In Cincinnati, a solicitor must pay a special tax of \$15 to represent a life insurance company, and must pay an additional tax for any other business, even for selling other kinds of insurance.

INDIANA A State of Wealth

According to the latest estimate the aggregate wealth of Indiana is upward of \$6,000,000,000. In 1912 the aggregate wealth was placed at \$5,194,682,500.

There are in the state something like 800,000 families.

Indiana is regarded as the economic center of America so far as manufacturing is concerned. It is the middle of the great corn belt of America. In the agricultural section life insurance men have had wonderful success. The soil is well adapted to the production of the staple crops of the great middle west, particularly, corn, oats, winter wheat and grasses. Indiana farmers have made money and are making money today. They will continue to make money. They are friends of life insurance. The hundreds of life insurance men that have worked in the state have been of vast educational benefit. The seed has been well sown and the field has been carefully cultivated.

The CENTRAL STATES LIFE, confining its operations to Indiana, has made a careful study of the state from various standpoints. Centering its activities on a limited area, it is able to give personal attention to the various counties. It knows what arguments are applicable to particular sections. It appreciates the appeal that can be made in various localities.

By being in immediate contact with the state and the conditions in each and every section, it is able to be of practical assistance to every man in the field. This means that there is no lost motion. Every lick counts. Central States Life-men are making good money and are creating renewal accounts that are accumulating in value.

Come with the

CENTRAL STATES LIFE Insurance Co.

Crawfordsville, Indiana

If you want to write life insurance in Indiana

WRITE TO

THOMAS L. NEAL,

Second Vice President and Agency Manager

President,

Edwin M. Brown

Secretary,

Clifford V. Peterson

GREAT IMPROVEMENT IN LIFE INSURANCE

Pertinent Comment by A. Gordon
Ramsay, Public Administrator
at Chicago

PUBLIC MIND FAVORABLE

Fears and Prejudices of the Past Have
for the Most Part Been
Removed

Constructive criticisms of the life insurance business from the disinterested point of view were presented by Gordon Ramsay, the public administrator of Cook county, at the meeting of the Chicago Life Underwriters' Association. Mr. Ramsay has had the opportunity of making a keen study of life insurance because of his duties in collecting life insurance and settling estates.

Mr. Ramsay first discussed the kind of men to be found in the professions. He said that many individuals are afraid of lawyers, because of the few who have abused their profession and the wide publicity which has been given to their activities. Bad men are to be found in the professions as well as in any other lines of endeavor, he declared. These men finally lose out but their profession continues, although impaired to a certain extent because of their abuses.

Most Men Are Materialists

All men except professional men, he said, are materialistic. They work for the profit which comes from producing. They manufacture or produce something, always with the aim of turning it out in the shortest possible time and at the least expense. There is no sentiment attached to their business. It is one great process of men, machinery and figures. The life insurance business, he declared, is decidedly not in this class. It links up the coldness of modern business methods with the great warmth which comes through a close contact and association with its customers.

He said that in the early days of life insurance this was not true, because it was then like most other businesses, a simple process of making money. Today it is producing real good, with the financial part serving only as a background. Without going to a higher institution of learning, life insurance men have taken a business and turned it into a profession. And through years of beneficial service to their community and to mankind in general they have earned the title of professional men.

Old Fears Are Gone

He said that the old fears of the public toward life insurance have died away. People no longer fear the solvency or stability of an old line company. They know that the life insurance business has experienced a transformation. It has purged itself of the taint, which improper methods in other days had brought upon it. One of the biggest fears of people today in buying life insurance, he said, is the fear that they will not be able to continue meeting the payments. Most people, even those who are insured, do not understand the cash surrender or loan value features in a policy. They believe that once they pay their money out for life insurance it is gone forever unless they keep up their payments. Life insurance men, he said, should educate their prospects and policy holders to the advantages of these features. It will remove their timidity and destroy the thought that they will lose

their money should they be unable to meet payments.

Another thing which life insurance men have to contend with, he declared, is the class of men who do not like to talk about death. These men want to avoid a discussion of any subject which pertains to death, because it brings unpleasant thoughts and builds up fear in their hearts. For some men this is hard to understand, but when analyzed it is a very human instinct. It is a species of cowardice which some men allow to retard proper provision for the inevitable thing in life.

Shy at Medical Examination

For the same reason, Mr. Ramsay said men fear a doctor. They shy at a medical examination because they are afraid that something will be found wrong with them. They would rather have an evil condition exist without their knowledge, than know about it and have to bear the burden of worry and expense in correcting it. Men, just as they do not want to be reminded of death, do not want to worry. They are disciples of the doctrine that "what they don't know won't hurt them." Mr. Ramsay said that this attitude is just as foolish as if a business man feared to have his books audited because he was afraid that one of his clerks might be found to be a thief.

Fraternal Insurance Unsound

Mr. Ramsay commented on fraternal insurance, saying that he believed it to be unsound because under the laws of Illinois the by-laws of a fraternal can be changed at any time. Its policies are issued subject to the by-laws. This opens up an avenue for defrauding claimants and gives to all fraternal policies the appearance of uncertainty and unsoundness. Mr. Ramsay said that this sort of thing should be corrected. A fraud on the part of a fraternal affects the whole structure of life insurance. It hurts the business because it destroys confidence in the scheme of life insurance as a whole.

An abuse in industrial insurance, he said, was the paying of premiums by people other than the policy holders themselves. Many men, having industrial policies, leave the money for their premiums with their landlady or some other person. The agent collects from the landlady and gives her the receipt. When a claim is made on the policy the rightful beneficiary has difficulty in getting the money because the landlady contests the claim on the ground that she has paid the premiums and can produce the receipts to prove it.

Getting Correct Age

The necessity of getting a man's correct age in writing a policy was stressed by Mr. Ramsay. He said that many times the widow cannot collect her insurance in full because the age has been incorrectly stated in the policy. This is a mistake which can be traced directly to the fault of the agent. He makes the blunder, but the widow is the "innocent bystander" who must suffer for it. He advised that a man's age be thoroughly investigated when writing him a policy, and recommended the establishment of some form of bureau by which ages could be investigated and checked up.

Life insurance agents, Mr. Ramsay said, should measure up to the business they are in. In their daily work they come into contact with the keen minds of business men. They must be prepared to enter into competition with the agents of the many other responsible companies who are operating in their territory. They are no longer a bore to the men they interview. Some 200 years ago France passed a law prohibiting life insurance because it was regarded as gambling. In direct contrast to this is the respect and esteem with which it is held in almost every country today, and especially this country.

Mr. Ramsay said that if it were possible a plan should be fostered whereby

(CONTINUED FROM PAGE 17)



**The PIONEER SERVICE IN-
COME CONTRACT of the
WEST COAST LIFE**

This Agency Contract is New. It is Different. It is Desirable. In addition to Liberal First Year Commissions it provides:

1. A Monthly Income based on Efficiency.
2. A Mortuary Fund for the Agent's Family in the event of death while in the Company's Service.
3. A Life Income after 20 Years of Continuous Service.
4. Provisions against Total and Permanent Disability.

It will pay you to investigate this unusually attractive contract. Write now for full information and a copy of the current issue of "The Pioneer."

**"Go West, Young Man,
Go West!"**

The immortal words of Horace Greeley are still golden advice to young men. The Pacific Coast is no longer an undeveloped territory. It is a developing territory. It is on the increase, on the go, now.

Life Insurance men find their golden western opportunity in the West Coast Life. California, the land of fruit, flowers and prosperity, is saying "Come West, Young Man, Come West!"

The West Coast Life urges you to embrace this opportunity.

WEST COAST LIFE

INSURANCE COMPANY

San Francisco, California

Public Life Insurance Company

Incorporated As a Stock Company Under The Laws of the State of Illinois

Capital, \$500,000.00

Ordinary and Industrial Insurance Issued
at All Ages From One to Seventy

ALFRED CLOVER

General Manager, Chairman Board of Directors

LOUIS NAROWETZ, President

J. W. SINGLETON, Secretary

WILLIAM SCHAARE, M. D.

Chairman of the Medical Board

HOME OFFICE:

108 South La Salle Street

CHICAGO

ILLINOIS

We have passed the

HALF-BILLION MARK

With over \$530,000,000 of
insurance now in force

BANKERS LIFE COMPANY

DES MOINES

GEO. KUHNS, President

QUALITY INSURANCE—CHARACTER SALESMEN

Wanted—Specialty Salesmen—Wanted

Any Sure Enough Salesman, who has the proper **Intestinal** Equipment, who is "Four Square" and willing to work; can make not less \$20,000.00 per year helping us to continue the breaking of all Life Insurance records.

Great opportunity for the men who can qualify!!
From May, 1919 to May, 1920, Twelve months—one year—we wrote Ten millions Life Insurance. How? Let us tell you. We have the plans; we furnish the leads. If you can qualify, write or wire.

THE LIBERTY LIFE INSURANCE COMPANY OF KANSAS
TOPEKA, KANSAS

CARL HEYE NAMED TO HEAD GUARDIAN LIFE

SUCCEEDS HUBERT CILLIS

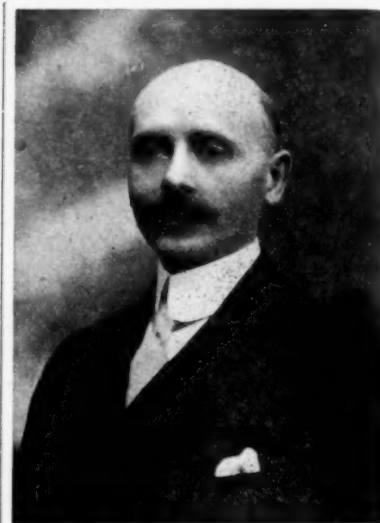
President of New York Company Retires After 52 Years in Its Service—Other Changes

Hubert Cillis has retired from the presidency of the Guardian Life of New York, after being in the company's service for 52 years, and at the annual meeting of the board of directors of the company last week Carl Heye was advanced to the presidency. Mr. Cillis declined a re-election for the office, owing to his wish to be relieved of the responsibilities for the active management of the company. He will remain as chairman of the board.

Max A. Wensedonck, son of the founder of the company, also asked to be relieved of the responsibilities of the office of vice-president on the expiration of his term. He will remain with the company as consulting director.

New President's Career

Mr. Heye, the new president, is an LL.B. of the New York University Law



CARL HEYE
Guardian Life's New President

duties, continue to have charge of the company's agency organization, being assisted by W. Caswell Ellis, who has been appointed inspector of agencies.

Insurance Advertised By Milwaukee Bank

Life underwriters in Milwaukee are interested in a series of advertisements now being used in daily newspapers there by the Marshall & Ilsley Bank, one of the oldest and most prominent banking houses in the west, carrying such headlines as "Insuring your life helps to insure your peace of mind."

Among the statements in recent "ads" are the following:

"Every man who carries sufficient life insurance can think without fear of the future welfare of his family. He knows their financial wants are provided for, if he should die. He therefore enjoys peace of mind and is better able to do his days of work."

"Although life insurance is intended primarily for the benefit of the dependent family, nevertheless the applicant for insurance frequently is benefited. The medical examination often reveals disease which can be cured if taken in time."

"Don't delay doing your duty."

Each advertisement then concludes with a further point, of which the following is an illustration: "A few dollars deposited regularly every week or month in an insurance premium savings account, in this bank, will help you solve your insurance problem."



T. LOUIS HANSEN
Vice-President Guardian Life

School, and has been connected with the company since 1889, starting in the actuarial department. He was appointed assistant secretary in 1896 and secretary in 1902. In 1915 Mr. Heye became the company's vice-president and secretary and was elected a director in 1917. Of recent years Mr. Heye has devoted himself especially to the financial interests of the company, aside from taking a live interest in its agency problems, and is very popular with the field force.

Lineup of Official Staff

The official staff of the company from Jan. 1, 1921, will therefore be as follows:

Hubert Cillis, chairman of the board; Carl Heye, president; T. Louis Hansen, vice-president; John Fuhrer, vice-president and actuary; Rudolph C. Neuen-dorffer, secretary; Fred A. Goecke, secretary; Charles Kruse, cashier; Valentine Howell, assistant actuary; Dr. Charles B. Piper, medical director; W. Caswell Ellis, inspector of agencies.

Mr. Hansen, who has been elected vice-president, will, besides his other

Convention Committee Winds Up Work

Boston was not yet quite ready to let the great National Life Underwriters convention slip into the forgotten past and the past week saw a pleasant reunion of the general convention committee which had the gathering in charge. Alexander S. Browne, inspector of agencies of the New York Life, who was the committee's chairman, tendered his fellow members a dinner, with 24 present.

It was found on balancing up reports that \$700 was left unexpended from the convention, with all bills paid. The fund was not reduced by the dinner but it was voted to turn it over to the Boston Life Underwriters Association for emergency uses.

Although it was Mr. Browne's party his guests took along a solid silver Swiss traveling clock which was presented him with the kindest feelings of the committeemen. Mr. Browne responded with characteristic Scotch wit and the final act of the 30th annual convention of the National Association was ended.

The annual convention and banquet of the **Green Signal Club** of the Illinois Life, which consists of home state representatives, will be held at the Hotel LaSalle in Chicago, Jan. 8. The morning session will be an executive one and in the afternoon a program will be presented at an open meeting.

MORE FULL-TIME MEN

PART-TIMERS ARE LINED UP

Surprisingly Large Number in Nebraska and Middle West Taking Up Work as Vocation

OMAHA, NEB., Dec. 21.—A noticeable feature of the past year's development in Nebraska life underwriting, according to several prominent Omaha underwriters, is the increase of full-time agents. Several months ago THE NATIONAL UNDERWRITER quoted certain western life insurance company heads to the effect that the part-time agent was growing perceptibly scarcer in these parts, adding that most companies do not consider the part-time agent an especially good proposition in most cases.

"A surprisingly large number of former part-timers have gone over into the ranks of those wide-awake salesmen who have decided, from happy experience, that the only true way to make a go of the business is to give their entire time and attention to that business," said one company official this week.

"One is surprised at the number who have quit the part-time game to become life insurance men exclusively. There is, of course, a reason for this. There are two main reasons, indeed. In the first place, these men have awakened to the realization that it takes all of a man's time and effort in any line of business if he is to make of that business, or of himself, a success.

Show Confidence in Future

"But a more significant reason, from our standpoint, is that these men are confident of their ability to make a go of things in the life insurance business. The fine character of the personnel is a compliment to the life insurance business itself. It is not for nothing that these young men, just out of college or high school, or, perhaps, from a clerk's stool in an office, are entering the field. Young men of today who have reached an age where they can really count as agents are pretty wise. They are a calculating lot. They have hope in the future of a man who ties himself, once and for all, and for all his time, to this work."

Most Omaha companies take pains to impress upon their salesmen the necessity of devoting every minute of the working day to their business. The part-timers, they point out, not only cannot expect to break any records in insurance selling, but stand to lose much in any other line or lines they may be undertaking to follow at the same time.

"An impressive feature of the business these days is the youth of many salesmen, also," said another underwriter. "They are young men of from 21 to 25 years of age, filled with the enthusiasm and buoyancy of youth—and sure to win. These men are in the game for all they are worth. And the records are showing what they are worth! They are of the fresher generation of those who appreciate that a man gets out of any enterprise just what he puts into it. The very earnestness and optimism of these young western salesmen gives the older men in the business a courage and a hope that the youngsters do not dream of."

Indianapolis Inheritance Taxes

Inheritance taxes totalling \$141,183 have been assessed on Indianapolis and Marion county estates since the first of the year, according to the inheritance tax appraiser. This assessment only goes to show the real value of inheritance tax insurance as several of the estates were hard pressed to pay the taxes, owing to a shortage of ready cash.

THE TEST

The final test of greatness is not so much how a man battles against odds as how he conducts himself in victory.

Many who toil to power are overthrown by success. Their ideals are not great enough to continue to hold them to their mission.

The service ideals of The Lincoln National Life Insurance Company have kept it ever mindful of its purpose.

Today The Lincoln Life issues policies on 99 per cent of all applications sent in by its agents and it mails out, ready for delivery, 68 per cent of all policies within twenty-four hours after the applications reach the Home Office.

Because of the high service ambitions of The Lincoln Life, it pays to—

LINK UP WITH THE LINCOLN



The Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Building

Fort Wayne, Indiana

Now More Than \$155,000,000 in Force

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Thursday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary and General Manager; J. H. HIGGINS, H. E. WRIGHT, NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Manager; FRANK W. BLAND, GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers.

C. M. CARTWRIGHT, Managing Editor
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In combination with the National Underwriter (Fire and Casualty) \$4.00 a year; Canada, \$6.00

Less Business in Central West

THERE has been a decided reduction in life insurance production in the great agricultural states of the middle west. Business has kept up well in the larger cities, but in the Mississippi and Missouri Valley states there has been a sharp falling off. Conditions are especially poor in North Dakota at this time, where 90 percent of this year's harvested crop is still on the farms. General business in South Dakota is also rather below par, and life insurance production there is declining. Life insurance men in Minnesota and Wisconsin have kept up production better than in any other of the western agricultural states. Business in both of these states is in a very healthy condition.

The greatest surprise to life companies operating nationally is the present condition in Iowa. Iowa has always been regarded a state able to weather almost any sort of financial storm, but today collections in the

state are hard to make, there is very little buying, the banks are cautious and life insurance production has suffered very materially. Nebraska is in somewhat better shape, but business there is not good. In Kansas 70 percent of this year's crop has never been shipped out of the state and it is a hard job for life insurance men to get money. Almost all the business now being transacted in Kansas is on the note basis, with the understanding by life insurance men that there will have to be an extension if conditions have not improved by the time the paper matures.

In Oklahoma and Texas there has been no decline because the oil money is being circulated freely and this has operated to keep general business up to just about the normal standard. There has been no particularly sharp drop in business in Missouri and Illinois, conditions in both of these states being just slightly below normal at the present time.

Danger of Large Policies

OFFICIALS of some of the smaller life companies are somewhat worried just now owing to the fact that there have been several death losses under larger policies. There are a number of small and medium-sized companies that a few years ago did not write policies in large amounts. During the last two or three years, since business has been so easy to get, some of these companies have raised the amount of their net retentions and commenced writing larger policies. The losses on these larger contracts are just beginning to be reported. To a company with a small capital and surplus a \$10,000 or \$15,000 death loss is a serious thing. If several of them should occur within a

couple of weeks, it might seriously embarrass a company with a comparatively limited working surplus.

A large company with big financial resources can absorb a \$10,000 or \$25,000 death loss without the slightest disturbance, but losses of this amount are quite a serious thing to smaller companies that are not firmly established financially. As the business now on the books ages, losses of this kind will increase, and as companies commence to realize what is ahead of them there is an inclination to reduce the net amount retained so as to have a smaller liability in large policies. It is recognized that there is a danger to the small company in writing too heavy a volume.

Salesman Or Distributor?

VICE-PRESIDENT J. L. BABLER of the INTERNATIONAL LIFE, objects to some of the technical controversies over words or phraseology that do not mean anything. For instance, he declares that it matters little whether a life insurance agent is called a salesman or a distributor. Discussion has been raging in some quarters as to whether agents are sellers or distributors of life insurance. Commenting on this, Mr. BABLER says:

"Like all other debates of this nature—discussions arising out of the denial of a patent and settled fact—a great deal can be said upon the negative side without meaning anything. It is not unlike the perennial talk about 'premium' and 'deposit.' Who cares which is used so long as the goods are delivered?"

"We prefer the 'selling' idea rather

than that of 'distribution.' We prefer that our men should study salesmanship in its broadest sense, as a preparation for writing applications, rather than the 'science of distribution,' if there is any such thing. The distribution idea seems too academic for every day use in our business. The actuary's function is to advise the company how it may safely distribute its funds, but, as to placing policy contracts, we prefer selling them to create a fund for distribution.

"After all, the meat in the cocoon is, What is the best way to induce a man to put his name to the app? So long as there is no misrepresentation, the International Life is not concerned about what life men consider themselves or call themselves. We shall, however, continue to refer to them as 'salesmen' and even believe that they are selling insurance when they write apps. Furthermore, we are inclined to the opinion that in the matter of selecting agents a salesman of shoe polish would be preferable to a distributor of hand-bills."

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

Clifford L. McMillan, general agent of the Northwestern Mutual Life, Milwaukee, created unusual interest last week with an advertisement published in the new club paper of the Milwaukee Athletic Club on the subject of "How Much Life Insurance Should I Carry?" in connection with this outlining a plan of surveying the needs of the professional or business man as to life insurance. An attorney is quoted in the advertisement as follows: "I am indeed grateful for your survey. While I have bought many life insurance policies, this is the first time I feel I am really carrying full protection. Your survey is proof of it."

The advertisement contains the following features of interest to the underwriter selling life insurance and contending with the newer problems in this line: "I believe that the question of how much life insurance one should carry is one that each man prefers to, and should, decide for himself, rather than permit someone else to do for him. To determine the right amount is not difficult if we have before us in proper form all the facts which enter into the question. To this end I have prepared a simple form of survey, making it possible for you to tabulate your affairs in a few minutes and give you a complete survey of your affairs today, and an exact statement of the income and money needs of your survivors."

The advertisement then points out that such a survey will show the insured how to maintain a logical balance between "your obligations, your life insurance and your income."

G. Earle Kelly, cashier for the San Francisco office of the Mutual Life and with that company for the past 25 years, died Wednesday from heart trouble, brought on by acute indigestion, from which he had been suffering for some time. Mr. Kelly joined the Mutual Life as clerk under Former General Agents A. B. Forbes & Son at San Francisco over a quarter a century ago.

Homer Dean Lininger, who is with the Northwestern Mutual Life at Chicago, youngest son of Assistant Manager W. H. Lininger of the western department of the Springfield Fire & Marine, was married Wednesday evening at 8 o'clock at the Church of the Atonement, Chicago, to Miss Cornelia Robinson Bosch, daughter of Mr. and Mrs. Peter Bosch of New York City. The young couple will be at home after Feb. 1 at 2220 Payne street, Evanston, Ill. Mr. Lininger is one of the younger life men of Chicago who is making rapid progress.

Sam C. Pearson of Pearson & Larson, general agents for the Northwestern Mutual Life of Kansas City, Mo., has just been elected president of the Lions Club of that city. The club is a new organization in Kansas City, with about 100 members, which expects to take an active part in civic affairs. Mr. Pearson is also secretary of the General Agents' Club of his company.

William J. Bryden, actuary of the Kansas department, who has been with the department for 12 years, will on Jan. 1 go with the Preferred Life of Topeka, Kan., as secretary of that company. The Preferred is a new company, just organized at Topeka to write business on the investment plan. Clyde W. Miller, who is prominently connected with a number of fire companies, is the chief factor in the new company.

O. F. Gilliom of Berne, Ind., agent for the Lincoln National Life, has achieved the remarkable record of writing more than \$1,000,000 of personal business in his rural community this year. Berne has a population of less than 1,500, yet this village and the farm country surrounding it is the field



O. F. GILLIOM

which makes Mr. Gilliom offer promise of being the largest personal producer of the Lincoln National for 1920.

The volume of Mr. Gilliom's business is in small policies. He has averaged an application a day for the working days of the year. With half of December yet to go, his production for 1920 will run well over the \$1,000,000 mark.

Mr. Gilliom has been a life insurance salesman for ten years. He was a rural school teacher at \$45 a month when he took his first Lincoln Life contract. From 1914 to 1917 inclusive he was the largest personal producer of the Lincoln.

Max Cody Folmar, a member of the firm of W. B. Folmar & Son, general agents of the Franklin Life at Troy, Ala., died recently. This is one of the big general agencies of the company.

Rogers Hornsby, well known to baseball fans because of his exploits as second baseman of the St. Louis Cardinals and leading batsman of the National League, has been signed by the Missouri State Life to carry the rate book. In his life insurance activities he will be associated with Robert C. Newman, and the early indications give reason to believe that the combination will be a big success.

Credit can be given the Missouri State Life in the signing of this popular baseball idol. In the acquisition of Rogers Hornsby it has accomplished something which baseball club owners have failed to do. It is well known to the baseball world that he has been bid for by almost every club in the two big circuits. It is lucky for the Missouri State Life that none of the bids reached the desired sum, or the new agent might have been located with a club many miles distant from the Mound City by this time. If his selling ability measures up to his prowess on the diamond his name should be found near the top of his company's agency list next year.

That life insurance men by dint of hard work and good management can soon reach a place where the returns are lucrative, is evidenced by Jack V. Keenan of Kansas City, general agent of the International Life. The company in speaking of Mr. Keenan says that his great returns come from personal production. At the end of seven years Kellie M. Roach, the Oklahoma City general agent of the International, finds his annual profits running well up into five figures. He employs men to manage his office and supervise his agency organization in order that he may be free for personal business. Mr. Keenan is now earning more than

\$1,000 a month net profits from his agency. He says that he is well on the road to a net income of \$25,000 a year with all the opportunities for the development of a much greater income in future years. Mr. Keenan says that the greatest angle of life insurance is personal salesmanship. He does not allow his personal production to diminish, but looks after his agents assiduously.

E. W. Randall, president of the Minnesota Mutual Life, was elected without opposition last week as president of the St. Paul Association, the commercial body of that city. His term of office will begin Jan. 11.

Announcement has just been made of the engagement of Miss Caroline Courtney Pickrell of New York City and Powhatan county Va., to **Edmund Strudwick, Jr.**, agency secretary of the Atlantic Life and son of the president of that company. The wedding will be celebrated the latter part of the winter season.

George A. Barr of Joliet, Ill., who is slated to become director of trade and commerce in the cabinet of Governor-Elect Small of Illinois, is a brother of Senator Barr of Joliet, who was candidate for attorney-general on the ticket with Mr. Small. The department of trade and commerce has supervision of the department of insurance and the fire marshal's department.

T. Louis Hansen, agency manager of the Guardian Life of New York, who has just been made first vice-president of the company, began his life insurance career with the Guardian Life Jan. 13, 1896, in its actuarial department. He was transferred to the agency department in January, 1910, appointed assistant to the second vice-president in 1911, superintendent of agencies in 1914, vice-president and agency manager in 1918, and was elected as a member of the board of directors in 1919.

Mr. Hansen is also a member of the executive committee of the Association of Life Agency Officers, and takes an active interest in the life underwriters' associations, both local and national. His home is in Montclair, N. J.

F. I. McGraw, assistant secretary of the Bankers Life of Des Moines, was injured in New York when an electric baggage truck ran over one foot as he was boarding a train at the start of his journey home. Three toes were crushed. A railroad surgeon boarded the train and took charge of the case.

Joshua B. Clark, superintendent of agents in the Boston general agency of the State Mutual Life, a Dartmouth College graduate and former secretary of the Boston Life Underwriters, was married last week to Miss Alva Ohlun of Watertown, Mass.

MORTALITY EXPERIENCE FOR YEAR IS FAVORABLE (CONTINUED FROM PAGE 3)

business this year that in ordinary times would have been very readily passed. It has not been at all necessary to lower the physical standards in order to write business. The heavy volume that has been acquired by all companies has been put on the books with no let-down on the part of the medical department. This careful selection of risks will also operate to produce a favorable mortality record during the years to come. The companies have taken no chances on this year's business. Cases showing evidences of impairments, if only slight, have either been rated up, declined or held in abeyance. Companies have been disinclined to shut their eyes to slight defects. They have played safe this year.

In spite of anything that medical or agency men may say, it is fact that rejections have been higher this year, not because more under average risks have been applying for life insurance, but

because companies have been more cautious and particular about accepting business. In other words, because of the stricter and higher medical standards there have been more declinations this year. The same risks, had they applied for life insurance a few years ago, would have been written with a smaller number of rejections. More searching physical examinations have naturally brought more rejections.

There are already indications that the companies are going to recede from their present position so far as the strict and scrutinizing examination of applicants is concerned. As business becomes more difficult to secure, companies will drop back to their old medical standards. Some companies have been unnecessarily exacting in writing business this year because of a desire to hold the total production down to a fairly safe figure. It was deemed inadvisable to ask agents to stop writing business or to limit their production to a specified figure, but the desired result has been accomplished by some companies through putting into effect more rigid medical requirements.

COVERS ALL SECTIONS

WILL HAVE GROUP MEETINGS

Northwestern Mutual Life Announces Plans for Conferences of Its General Agents

The Northwestern Mutual Life will hold four group meetings for its general agents early next year. The first of these meetings will be held at Atlantic City, Feb. 11-12, with J. F. & W. F. Atkinson of Brooklyn as chairmen. The second will be in Chicago, Feb. 17-18, with Hobart & Oates of Chicago as chairmen. The third will be at Omaha, Neb., Feb. 21-23, with Franklin Mann of Omaha as chairman, and the fourth at Portland, Ore., Feb. 28 and March 1-2, with W. K. Murphy of Los Angeles as chairman.

The arrangements for these group meetings were made by the executive

committee of the General Agents' Association of the company. The first two days of each meeting will be devoted to questions which relate to the home office and the third day to the consideration of field problems. W. F. Atkinson is chairman of the committee on programs of field problems and C. L. McMillen chairman on the committee on programs of home office questions.

The home office has given assurance of representation from all departments. It is expected that Vice-President Cleary, Superintendent Copeland, Secretary Hathaway, Actuary Evans and a representative of the medical department will be in attendance at each meeting. These meetings will not in any way replace the company's annual agency convention.

American Life Convention

The American Life Convention will hold its next annual meeting Oct. 5-7 in Indianapolis. The Legal Section will meet Oct. 3-4.

AMERICAN CENTRAL LIFE

Insurance Co.

INDIANAPOLIS, IND.
Established 1899

HERBERT M. WOOLLEN
PRESIDENT



Hotel La Salle

Chicago's Finest Hotel

Hotel La Salle has won this title with an experienced and critical public because of its happy blend of old and new ideals.

Hotel La Salle

answers every modern demand in equipment, cuisine and service with nothing lost of old fashioned hospitality and home-like comfort.

CONSERVATION OF BUSINESS

We are reinstating, revamping and cleaning up indebted policies for a number of Life Companies, thus standardizing and conserving the business, increasing the income, preventing lapses, and keeping the policyholders satisfied, and at practically no expense to the Companies.

Our references cover eighteen years of satisfactory service, and we respectfully solicit your patronage.

THE OTIS HANN COMPANY, Inc.

10 So. La Salle St.

Chicago, Illinois

National Life Insurance Company

MONTPELIER, VERMONT

FRED A. HOWLAND, President

A MUTUAL COMPANY

Which for
SIXTY-NINE YEARS

Has protected the
HOME AND FAMILY

EDWARD D. FIELD, Superintendent of Agencies

An Exclusive Life Reinsurance Company

THE REINSURANCE LIFE COMPANY OF AMERICA DES MOINES, IOWA.

Prompt Service

Full Coverage

Attractive Contracts

H. B. HAWLEY, President

F. D. Harsh, Secretary

Indianapolis Life Insurance Company

INSURANCE IN FORCE \$26,600,000.00

Managerships Open Direct with Company. Write to

HOME OFFICE, INDIANAPOLIS, IND.

Operates in Indiana, Illinois, Michigan and Texas

THE PERMANENCY OF ESTATES

By John R. McFee

A PROPER elucidation of the subject should begin with a definition and end with a demonstration.

Permanency means preservation and continuance of preservation. It should, therefore, preclude waste, and avoid deterioration in value. Permanency should, however, not preclude increase nor enhancement in value. So permanency should be viewed fundamentally, under the aspect of conservation. It, however, should be viewed also dynamically, that is in the vision of normal growth.

Meaning of "Estate"

The meaning of "estate" in the title is not its primary, but its secondary meaning. Estate, in its liberal meaning, is a legal term. It means a form of ownership in property rather than the property owned. In the topic it is used to mean property itself owned. Ownership in property means title to property. The kind of title is the estate in the property. So in real property, the highest title is a fee simple estate. An estate held in fee simple is one created by investiture in an individual and his heirs. A conveyance of land to John Doe and his heirs gives John Doe an estate in fee simple. The word "heirs" when so used is used as fixing

need of an understanding of the ingredients of ownership.

Ingredients of Ownership

The primary ingredient of ownership is the right of possession. From the nature of the ownership possessed, follows the right of transfer of the property owned. The right to sell involves the right to transfer, and the right to transfer means the right to convey the title. Real estate is transferred by need of conveyance, the essentials of the deed of conveyance are simplified by the statutes of the different states. A deed when executed has no validity unless delivered to the grantee named in it, made either directly or to a proxy. Recording is primary, but not conclusive evidence of delivery. It always enables the grantee to deal with the property as if delivered, where the dealing is for value and in good faith with those without knowledge of any interest not disclosed by the recording. Personal property vests in title by delivery always.

The next ingredient of ownership may be called the sales value. By that is meant what money or other valuable consideration the property may sell for. The sales value is the nearest approach possible to the full value. The

John R. McFee, of the Chicago agency of the Penn Mutual Life, made a suggestion to President Orville Thorp, of the National Association of Life Underwriters, that an essay or official statement should be presented each month covering the theme of the month in the official program of the organization. It was suggested that these essays be sent out to the various local associations to serve as the background for discussion where it was desirable. This plan was adopted by the executive council of the association. President Thorp delegated Mr. McFee to write the essay for December, the subject being "The Permanency of Estates."

the kind of estate. The law calls the words "John Doe and his heirs" words of limitation and not of purchase. That is, an estate is vested, which the owner may dispose of ordinarily without limitation. Other estates in land are limited estates. They may be life estates, which means an ownership for life only in the possessor of the property, with a remainder over to others at the possessor's death. There are two kinds of remainders, vested and contingent. The vested remainder arises upon the regular termination of the estate in possession; a contingent remainder comes into possession upon the happening of a contingency named in the conveyance as ending the estate in possession when the contingency happens. There are other forms of estates not necessary to be considered in understanding our subject. Estates in personal property may be absolute estates, with full power of transfer by sale and by inheritance. An absolute estate in personal property is not properly called an estate in fee simple. There may, however, be many forms of limited estates in personal property.

Ownership Rests on Title

It is not necessary for a basic understanding of what is meant by permanency of estates, to be able to distinguish technically between various forms of title. Title, however, is the evidence of ownership. Ownership in property rests on title only. That should be clearly understood. So, using the term estates as meaning property owned, permanency of estates means not only rigidity of title, but maintenance of the property covered by the title. So by permanency is here meant irrevocable title and constancy of value, as against decrease, but not necessarily against increase.

With this understanding of our subject, it is necessary to consider the nature of property ownership, and the extent of the value of property ownership generally. This leads to the

sales value, to be full, of course, involves the power to transfer the property exactly as owned. Any limitations in the power of transfer naturally react against the sales value.

Enjoyment Value

What the owner of property may get in earnings of the property may be called the enjoyment value. If the property is not sold or transferred in the owner's lifetime, this enjoyment value naturally ends when the owner dies. If the property be transferred by the last will and testament of the owner, a transfer of the title is made to the devisees and legatees in the will. It will be noticed that the phrase "last will and testament," not merely "the will," is used. The law uses the fuller phrase when full accuracy of expression is desired, because strictly a "will" is a disposition of real estate, and a "testament" of personal property. So a "devisee" is one who takes real estate by will, whilst a "legatee" is one who takes personal property only. In accurate language we do not speak of a devise of personal property, nor of a bequest of real property. The right of the heir to take may be called the inheritance value. It is accurate enough to include in the meaning of inheritance value, the rights of devisees and legatees under a last will and testament of the property owner. Of course, the heirs rights are fixed by the statutes of descent of the different states. These statutes rest on relationship with decedent, are based on consanguinity, in attempts to grade classes of differing natural claimants to the bounty of the decedent.

Rights to Property

The right to possess and enjoy property is a natural right, really not conferred by law, but protected by law. It is a right correlative to the right of personal liberty, and as such is at the basis of our constitutional guarantees, both state and federal. The right to inherit is not a right of the same nature, it is a right conferred by law. So title by inheritance, properly understood, can only be vested under statutes. That is, the law confers inheritance rights. The natural right of ownership does not really extend beyond the owner's lifetime. The right to be

free involves the right to the product of one's labor and consequently to the possession of what the labor brings. The right to such property is an earned right. Inheritance rights, however, are not regarded as of the nature of earned rights. There is a growing tendency to regard inheritance rights as bounties. They are not purely so in every instance, because there is a natural obligation of a father to support his wife and children. This means a transfer of property to the wife and children, or a provision for property to go to them at the father's death, is a mere continuance of a lifetime obligation. But this is true in morals more than in law. So the state, in its taxation need, looks upon the power to tax inheritances and property left by a decedent, as more just than if the property had been earned by those who take it after the owner's death. So inheritance taxation is apt to be permanent, and more apt to increase than to diminish.

Sales Value Limited

Now the fact rather startling when appreciated by the cautious owner of property, is that the sales value of the property is not equal, as naturally he considers it should be, to the enjoyment value plus the inheritance value. He may not pass it on to his heirs as he owned it, and at the value for which he may sell it.

To illustrate this: Suppose that property is owned to the value of \$100,000; suppose, further, that this value is so certain that at the moment the property may be sold for \$100,000 in cash. What will the owner do with the \$100,000 if he gets it for a transfer of his property? Of course, he may squander it or give it away. The money value, however, will always go to some one unless the money is destroyed. But suppose the owner keeps the \$100,000. What must he do then? He naturally would not hoard it in a safe-deposit box; naturally, he invests it. What he personally gets in income from the investment, we may call the enjoyment value. How long may it be enjoyed by the owner personally? Of course, no longer than he lives. There are still "no pockets in a shroud." As an enjoyment holding them, the net income the property brings is the full measure of its value to the individual owner himself. If no right of disposition by will or inheritance existed, that would be the complete value to the owner.

Inheritance and Annuity Values

Now let us suppose the net income of the property be \$4,000 a year. For the owner himself the enjoyment of that income would be precisely the same as the enjoyment of a life annuity of \$4,000. The federal revenue law, if the owner be 40 years old, would fix the annuity value of \$4,000 yearly at \$60,371.80. The difference between \$60,371.80 and \$100,000 would represent the death transfer value. This is \$39,628.20. So what we have called the inheritance value is a real thing indeed. But how is the annuity value fixed? By a computation based on the mortality experience. It is evident that no individual could afford to buy a \$4,000 a year annuity for the life of another person for \$60,371.80. The annuitant might live a year, or two generations. So it is true that the valuation of \$60,371.80, if credited to the enjoyment value, means that the owner, viewed as an annuitant, is an insurer with one insured, or must rely on the death transfer value to make the enjoyment value plus the inheritance value equal the sale's value.

This cannot be done, because the estate cannot be passed on unimpaired. The inheritance value is necessarily an impaired value.

Bases of Impairment

It is now necessary to consider the bases of impairment.

Perhaps the most serious are the costs of probate administration. These vary in different jurisdictions and, of course, vary with the size of the estate. They reasonably run around 10 per cent of the estate. They may be much greater if the estate's assets be necessary, a declining market may be encountered. In sales of farm lands to provide funds to pay debts of decedents, it may be shown by transfer records that the price realized is about 30 percent under the price obtained for similar acreage on negotiated sales. It is seldom that auction sales bring full prices. Where the purchaser and not the purchase is sought, the price naturally declines.

Inheritance Taxation

The next great source of impairment is inheritance taxation. This form of

taxation is levied by both the states and the federal government. The states tax the shares distributed, but the federal government taxes the estate itself. The state laws follow the justice of the state's statutes of descent, thereby taxing classes in inverse ratio to relationship. That is, the nearest of kin pay least. But the federal government taxes the estate and not the shares distributed. It taxes regardless of the claims by descent of the takers.

All costs and all taxes arising at death are payable in cash. Hence the liability is of the nature of a court judgment, enforceable by execution and sale. If the estate cannot borrow, it must sell. If the estate be taken by one without personal credit, a loan may be made only on a collateral basis. Loans to meet a liability point to ultimate sale of collateral.

Life Insurance Only Remedy

It is, therefore, apparent that something is needed to maintain the permanency of estates after the owner dies. There can be but one remedy, and that is life insurance.

It is evident that as impairment of inheritance value arises at the death of the property owner, the most effectual way to provide funds to meet it, is to create a value to arise at the death. This really makes the event that causes the tax pay the tax. The subject of inheritance taxation and life insurance is fully treated in the presentation of the subject printed in the October number—the Convention Number—of the "Association News." The placing of life insurance to provide funds to meet inheritance taxes and other forms of death liability is a form of conservation. Its aim and its result are to enable a property owner to pass on his estate intact, after his death.

Monthly Income Policy

Perhaps a more important economic consideration is the availability of life insurance to provide an estate beyond possibility of impairment, permanent in forecast and in realization. This may be done by the monthly income policy. The value of the monthly income policy is that it makes possible a definite financial family settlement program, definite in forecast and definite in realization. Because the income begins at the death of the insured, the policy is of the nature of a testamentary disposition, what is usually called a will. It is a will without costs of probate or of administration, without liability for income taxation. It is a will reflecting the plan and the wisdom of the maker. It cannot be contested and cannot be altered. It is a will that cannot be broken. So it provides a maintenance income—which is its chief purpose—that cannot be decreased and cannot be squandered. It is secure from garnishment process and judgment liability. It is inevitable in forecast and in realization. There is no equivalent to it economically. It needs the basis of the mortality experience to make it possible, and it can never require an outlay beyond the liability to death of the life insured as measured by the money value of the policy. That is, an insured who provides for a \$50 a month policy, with a commuted value say of \$9,000, cannot pay more than the cost of remaining alive, in a man valued at \$9,000.

Certainty Against Uncertainty

Life insurance makes a group certainty under the mortality experience guarantee against an individual uncertainty of death. The cost corresponds to the actual hazard. No more. So life insurance has not and cannot have an economic equivalent. It is the only possible method of continuing earnings after the owner dies. It is an actual continuation of such earnings because it pays a money value for the life ended, based on the duration value of that life as measured by its constituency in the entire group of humans at the age of the insured. The appraisal of that life in money value it leaves to the individual insured.

So the income policy not only creates an estate guaranteed to be permanent, certain in forecast and guaranteed against investment hazard, but an estate permanent beyond possibility of improvident dissipation. It should be urged as an inevitable maintenance fund, an absolute reliance secure against the wavering of individual fortune.

The Equitable Life of New York, which for more than 30 years has occupied offices in the Pioneer building at St. Paul, has moved to the sixth floor of the new Hamm building, St. Peter st. The change was made necessary by the rapid growth of the business there.

CAPITAL, \$200,000.00

A company born in the West,
built for western people,
by western men.

GOOD AGENTS WANTED

Originators of the
"Multiple Option" Policy,
a three-in-one contract.
A good policy for the
live wire.

Progressive In Its Ideas



Conservative In Its Management

STEPHEN M. BABBIT, Pres.

HUTCHINSON, KANSAS

\$7,000 Ahead!

C. W. Brandon, President,
Columbus Mutual Life Ins. Co.,
Columbus, Ohio.

Dear Mr. Brandon: I received copy of your Golden Rule contract and I want to congratulate you on putting out such a contract. You have it well named. I find I would be over \$7,000 ahead under your contract on the business I have written this year, compared with earnings under my present contract and I have * * * *

Yours truly,

The writer of the foregoing letter is the leading solicitor for one of the largest companies. He wrote that if he decided to enter any of the states in which The Columbus Mutual is admitted, "I will certainly get in touch with you." His name will be furnished on application.

Every day the agency force of The Columbus Mutual is growing. If you want to sell insurance of the highest class under the most advantageous agency contract yet devised, write your name and address on the margin of this advertisement and forward to the Columbus Mutual, Columbus, Ohio. The company will send you a copy of the contract. You then can judge for yourself. Maybe you, too, would have \$7,000 more in your Xmas stocking, if you'd been with the Columbus Mutual during the past year.

Chicago National Life Insurance Co.

10 South La Salle Street

NOW ORGANIZING

APPLICATIONS WILL BE CONSIDERED FROM COMPETENT
MEN FOR TERRITORY IN ALL PARTS OF ILLINOIS

Ten Reasons Why Health Insurance is Unprofitable

The January issue of the Casualty Review will contain an article by H. J. Burrige, written after Mr. Burrige had interviewed a number of prominent accident and health officials. He found that there are ten reasons for the high loss ratio on this class of business.

Other interesting articles in the January issue are:

A Plea for the Non-Cancellable by Louis Ward.

An interview with a successful commercial H&A salesman.

An article on direct mail advertising.

Annual Subscription only one dollar.

THE CASUALTY REVIEW

A Monthly Magazine for Accident and Health Insurance Men.

Send your name and a dollar.

1362 Insurance Exchange, Chicago

The Guardian Life Health Service

A genuine service to policyholders—an unusual selling aid.

The results of health examinations under The Guardian Life Insurance Company of America's Health Service during the past five years:

- 34% were found to have some moderate physical impairment or defect requiring some form of hygienic guidance or minor medical attention.
- 33% were found to have some moderate physical impairment or defect requiring some form of medical supervision or treatment in addition to hygienic guidance.
- 17% were found to have some slight physical impairment or defect requiring observation or hygienic guidance.
- 13% were found to have some advanced physical impairment or defect requiring systematic medical supervision or treatment.
- 3% were found to have some serious impairment or defect urgently demanding immediate attention.

Conclusive evidence of the value of this service to the policyholder. The Health Service is part of the Guardian's comprehensive program of service to the policyholder while living. Every person protected by a Guardian contract is entitled to the privileges of the Life Extension Institute without cost, including an annual medical examination every year beginning with the third.

Service to policyholders is the best service to agents.

The Guardian Life Insurance Company of America

50 Union Square

(Established 1800)

New York City

For a direct agency connection, address

T. Louis Hansen, Vice-President and Agency Manager



State Mutual Life Assurance Company OF WORCESTER, MASSACHUSETTS

Incorporated 1844

1919—SEVENTY-FIFTH ANNIVERSARY YEAR

For 75 years—far longer than the average life—the STATE MUTUAL has furnished unsurpassed protection and service.

Additions are made to our agency force when the right men are found.

B. H. WRIGHT
President

STEPHEN IRELAND
Superintendent of Agencies

D. W. CARTER
Secretary

"Easy to read, easy to digest, easy to remember, easy to put at work making dollars for me"—thus writes a buyer of "Easy Lessons in Life Insurance," a text and review book with quiz supplement. \$1.00. The National Underwriter Company, 1362 Insurance Exchange, Chicago.

NEWS OF LOCAL ASSOCIATIONS

INVESTIGATE REBATING CASES

Cincinnati Association Plans Prosecutions—Arrangements for Sales Congress

CINCINNATI, O., Dec. 21.—Steps will be taken at once by the executive committee of the Cincinnati Life Underwriters' Association to investigate reported cases of rebating with the understanding that measures will be taken to prosecute anyone against whom a case can be proved under the Ohio insurance law. In addition to conducting a special investigation of two reported cases, the executive committee will consider the taking of notes, not bearing interest, as a rebating practice.

Acting upon the suggestion of the National Association as to holding of a sales congress in Cincinnati, the association gave power to its executive committee to take whatever action it saw fit. It is likely that the Cincinnati Association will make arrangements to have a sales congress at a date to be set by the National Association and will ask for some of the speakers which the National Association will be prepared to send out.

Recommendations of the Committee on Thrift Week were adopted. These recommendations are that a liberal distribution be made of the special life insurance poster; that advertising of life insurance be done in four Cincinnati newspapers on life insurance day, that motion picture films be used in the advertising campaign and that pastors of churches be urged to call special attention to life insurance as one part of a thrift campaign. The association will not furnish speakers or distribute budget books and leaflets as had been proposed by the Y. M. C. A. In order to take care of the advertising expense in the newspapers, which will be prepared by advertising experts and inserted as part of the general thrift advertising during Thrift Week, the members will be asked to contribute 1/400 of 1 per cent of the business written during 1920.

The Cincinnati Association is giving its assistance to establishment of a life insurance salesmanship school in connection with the Y. M. C. A. In order to get the benefit of the best counsel available as to methods for assuring success of this school, the association has made arrangements with Dr. John A. Stevenson, vice-president of the Equitable Life of New York, and E. A. Woods of Pittsburgh, both of whom are as familiar as any men in the country with life insurance salesmanship schools, to come to Cincinnati in the latter part of January and confer as to Cincinnati school plans.

The entire time of the monthly meeting of the association last Friday was taken up by business discussions, so the proposed educational program for the day could not be considered. Howard Swope, J. W. Kirgan and Ralph Holterhoff were chosen as a committee to nominate officers for the coming year.

Boston, Mass.—Winslow Russell, vice president of the Phoenix Mutual Life, addressed some 165 members of the Boston Association at the regular monthly luncheon Thursday on the possibilities of a slump in life writings following the very prosperous record of the past few years. He recalled the record of the decade following the Civil War and while he emphasized the value of better relations between agents and companies today, and the higher qualifications of agents, he thought all ought to realize that there was a chance of changed conditions due to the decline in all lines.

He made a strong plea for a more frequent "turnover" in life insurance, which he said could be brought about by reducing the number of calls before "closing" a case. The average number of calls per prospect he placed at 40 before a policy was signed and he thought the number could be reduced with profit to the agent.

Mr. Russell then went on to emphasize the necessity of popularizing life insurance, keeping the war risk insur-

ance from lapsing, and getting the public interested. He believed this could best be done by cooperation in Life Insurance Week in January and the observance of Jan. 19 as Life Insurance Day. The speaker was assured the support of the Boston Association.

The meeting this month was particularly in honor of the new members, of which 700 have been added during 1920. George H. Spillane of Lowell, representing the John Hancock, and William A. Sullivan of the Metropolitan, Boston, discussed various phases of industrial insurance.

St. Louis City, Mo.—An excellent meeting was held last Saturday evening by the St. Louis City Association. W. H. McKercher of the Northwestern Mutual Life was in charge. Peter Balkema made an address on "The Permanency of Estates" and A. E. Payton of the New England Mutual talked of "Selling Income Insurance." Mr. Crane of the Berkshire Life gave a salesmanship talk.

Oklahoma City, Okla.—At a meeting in Oklahoma City of the Oklahoma Association, C. R. White, Oklahoma City, was elected president for the coming year; George E. Lackey, Oklahoma City, vice-president; T. A. Gaddy, Muskogee, vice-president; Neal O'Sullivan, Oklahoma City, and W. King Larimore, Oklahoma City, treasurer.

Committees were selected to arrange for the annual state congress to be held in this city Jan. 8, which promises to be one of the most important gatherings of the members of the association that has been held. The association now has a membership of 265. All life insurance men, whether members or not of the association, will be invited to attend the congress.

Orville Thorp of Dallas, president of the National Life Underwriters' Association, will be one of the speakers at the congress and other prominent life insurance men have been invited.

Milwaukee, Wis.—The following committee of general agents was appointed at a meeting called by Manford W. McMillen, president of the Milwaukee Association, to have charge of the life campaign during Thrift week: William C. Knauk, Great Northern Life; A. H. Frazier, Bankers Life; C. L. McMillen, Northwestern Mutual Life; A. E. Mielenz, Aetna Life; Bruce Whitney, Mutual Life of New York; W. D. Ward, New York Life; Fred C. Barnum, Franklin; E. R. Gettings, National Guardian Life, and secretary of the Milwaukee Association of Life Underwriters.

C. L. McMillen has charge of the newspaper publicity, which will consist of large-space advertising on Jan. 19 in the principal local newspapers. There will be co-operation with the Y. M. C. A. of Milwaukee, which will send speakers to the factories to talk on the subject of thrift. Thousands of circulars will be distributed under the supervision of the insurance men on these occasions. E. R. Gettings is chairman of the committee to secure pledges for financing the campaign, the entire expense to be borne by the several agency managers, general agencies and superintendents.

President McMillen pointed out that the thrift movement offered unusual opportunities to the life underwriter, saying: "The additional business will be entirely commensurate with the effort of the underwriter directed upon the opportunity presented."

Cleveland, O.—The new year will start off with a big bang for members of the Cleveland Association when, on Jan. 3, at the first meeting of the year, Alexander Haddon, judge of probate court, will address the members on "Conservation of Estates." Years of experience by Judge Haddon in this phase of legal work have shown to him the ease of manner in which estates can be dissipated. The information he will be able to give the members at this meeting is expected to be especially helpful to life insurance men in clinching arguments for the increase of life insurance holdings by clients.

At this meeting Secretary C. F. Criswell will have some interesting information to the effect that the association will be just twice as big in January, 1921, as it was at the beginning of 1920, and this in spite of the fact that the dues in this organization are higher than in any other local association. Appli-

cations from numerous prospective members also will be received at this time, and probably passed upon.

At the May meeting Harry D. Wright, superintendent of agencies for the Metropolitan, will come from New York especially to tell the Cleveland fellows "how it is done" from the superintendent's point of view. Naturally it is expected this will be the biggest meeting the local body ever had. Secretary Criswell is considered as having done something out of the ordinary to get Mr. Wright to come to Cleveland.

LIFE AGENCY CHANGES

Carpenter & Vidal

The partnership of Carpenter & Vidal is announced in Fargo, N. D., to handle the general agency of the Reliance Life of Pittsburgh. Harry G. Carpenter and James Vidal are members of the partnership. Mr. Vidal has been general agent of the company for the last three months, and Mr. Carpenter has been in the insurance business 12 years. Mr. Carpenter will continue to act as representative of Morton Page & Sons of Fargo.

J. O. Broleen and H. E. Brake

J. O. Broleen, who has been general agent in Sioux City for the Mutual Trust Life, and H. E. Brake, who has been associate general agent there for the Northwestern Mutual Life, have taken the general agency for the Provident Life & Trust of Philadelphia, and will handle 38 Iowa counties and 12 South Dakota counties out of Sioux City. Both of these young men are known as highly capable life insurance men. They have returned from Philadelphia where they concluded their deal for this valuable territory.

F. F. Small

F. F. Small who has had charge of Nevada for Order of Railway Employees Mutual Accident & Health of San Francisco, has been appointed manager in Nevada for the Pacific Mutual Life.

Life Agency Notes

James C. Flynn has been appointed manager of the Detroit Life at Muskegon, Mich., for quite a territory. Mr. Flynn formerly worked in the Northern Peninsula.

J. H. Baker has held his interests in the general agency in Sioux City for the Columbian Life to Stryker & Rust, his former partners. Mr. Baker contemplates removal from that district.

Victor J. Ryan has been appointed general agent of the Penn Mutual Life at Springfield, Ill. He will be located in the Ferguson Building. He will have six counties.

Hugh Hall has been appointed district manager of the National Life U. S. A. at Alnsworth, Ia. For the past 15 years he has been a merchant in that city. He recently sold his business to the Community Mercantile Company of which A. J. Faerber, Davenport, Ia., general agent for the National Life U. S. A., is president.

NEWS OF COMPANIES

Merchants Life, Iowa—Insurance in force Dec. 1 was \$85,644,110. This is an increase of \$20,471,297 over a year ago. President W. A. Watts says, "The business was well selected as is evidenced by the small percentage of rejections. It has been well delivered and happily collected as is evidenced by the fine showing in paid for business."

WITH INDUSTRIAL MEN

Prudential News

At the close of a recent six-week industrial contest, based on proportionate results, between the northern and southern California districts of the Prudential the southern group, San Diego leading, emerged a decided victor. The San Diegans conducted a worthy campaign with Assistant Superintendents Clarence I. Cromer, Maurice E. Minor, Renwick G.

M. E. O'Brien, Pres.

"THE COMPANY OF SERVICE"

JAMES D. BATY, Sec. & Treas.

The Detroit Life Insurance Company

FOREST AND WOODWARD AVES., DETROIT, MICHIGAN

PYRAMIDS OF SUCCESS: Insurance in Force

December 31, 1911 . . . \$1,729,970.00
December 31, 1913 . . . \$4,051,150.00
December 31, 1915 . . . \$7,199,500.00
December 31, 1917 . \$11,750,811.00
Sept. 30, 1920 . \$20,475,152.00

A fine opportunity for live agents to associate with a rapidly progressing company.

WANTED

MANAGERS FOR IMPORTANT DISTRICTS IN OHIO — INDIANA — ILLINOIS — MICHIGAN

Guaranteed Low Cost Policies.

As Good as We Can Make Them.

Any one of the above is an absolutely first class opportunity. If your record is clean and you can furnish evidence of your ability as a Personal Producer, your application will be considered.

SECURITY LIFE INSURANCE COMPANY OF AMERICA

The Rookery, Chicago

O. W. JOHNSON, President

S. W. GOSS, Vice-Pres. and Agency Mgr.



George Washington Life Insurance Company

Our 20 Pay Endowments at Ages 60, 65, 70 and 75, and our Monthly Income Coupon Bond Policies are growing in popularity. We are also writing all standard forms at low premium rates. A few attractive Agency openings are now available in the state of Ohio. For particulars address

C. B. BEAUMONT, State Manager, 2205 E. 83rd St., Cleveland, Ohio

The Companies That Stay Are the Companies That Pay

When a company has proven its staying qualities, as the Western Reserve Life Insurance Company of Muncie, Ind., has, the agent who desires to be a general agent can think favorably of that institution. Permanent success can only be attained through a permanent connection. The companies that stay are the companies that pay the representative in the long run.

WESTERN RESERVE LIFE INSURANCE CO.

J. H. Loeffler, Acting President

John W. Drago, Secretary

Harry H. Orr, General Counsel

MUNCIE,

INDIANA



CONTINENTAL LIFE INSURANCE COMPANY

Assets, \$3,566,304.16

Insurance in Force, \$32,000,000.00

Our Policy Forms Contain the Following Provisions: Double Indemnity for accidental death, Total and permanent disability benefits, Partial disability benefits, Surgical operation benefits, Annual dividends, Optional methods of settlement, Premium loans, Cash loans, Extended insurance, Paid up insurance, Cash surrender values, Insurance to cover policy loans, Installments certain-Participating, Installments continuous-Participating.

Very Attractive Agency Contracts to Reliable Men

JOHN W. COOPER, President

Kansas City, Missouri

FEDERAL UNION LIFE Insurance Company

Cincinnati, Ohio

has just issued a very interesting booklet
"Suggestions for Increasing Your Income"

and would be pleased to send a copy to every
Life, Fire and Accident Agent in

Ohio, Illinois and Kentucky

DESIRABLE TERRITORY FOR ALERT AGENTS

Always ready to negotiate with men who can establish their capacity to pay for a reasonable volume of New Insurance regularly—good business placers steadily needed.

Union Mutual Life Insurance Co.
PORTLAND, MAINE

Address: Albert E. Aude, Supt. of Agencies

37,005 PEOPLE

wrote to us last year and asked for an illustration of our "Income for Life" at their age. This valuable lead service explains why our 1919 business showed a gain of 81 per cent. The Fidelity operates in 40 states. Full level net premium reserve basis. Insurance in force over \$173,000,000. Faithfully serving insurers since 1876.

A few agency openings for the right men.

THE FIDELITY MUTUAL LIFE INSURANCE COMPANY

WALTER LE MAR TALBOT, Pres. PHILADELPHIA

WE WANT MEN

Capable of organizing and managing district agencies in Iowa, Missouri, Illinois and Indiana—men who can handle men and are "closers" and workers. Write now, telling what you have done. Address

Farmers National Life Insurance Co.

3401 Michigan Avenue
CHICAGO, ILLINOIS

Northwestern National Life Insurance Company

MINNEAPOLIS, MINN.

A WESTERN, MUTUAL, ANNUAL DIVIDEND,
OLD LINE COMPANY

The Company for Policyholders and Agents

WANTED District Managers for Lima, Ohio

BY
THE GEM CITY LIFE INSURANCE CO.
OF DAYTON, OHIO

Write the Home Office for further particulars. Here's an opportunity for a good man to get in on the ground floor with a progressive young Ohio company



The Man Who Is Willing—and WILL

We are prepared to offer unusual opportunities for money-making NOW and creating a competence for the FUTURE.

For Contracts and Territory, Address
H. M. HARGROVE - President
Beaumont, Texas

Are You Permanently Established?

Write for Territory
Pennsylvania—Ohio—West Virginia
PHILADELPHIA LIFE INSURANCE CO.
PHILADELPHIA

One **SECRET OF OUR SUCCESS IS SERVICE** We have a contract for you under which your income will be limited only by your activities
A REAL PROPOSITION FOR A REAL MAN
FEDERAL CASUALTY COMPANY, DETROIT MICHIGAN
Cash Capital, \$200,000.00 V. D. CLIFF, President

Wilson, Peter F. Hadzer, Charles H. Amoss and James M. Hickman marching in the front ranks at the finish.

Agent Frederick J. Schluchter, of Brooklyn 6, is making a remarkably fine record in ordinary this year, as he has already beaten by a wide margin any of his previous records.

Assistant Harry L. Schlanger of Brooklyn 3 is making history these days in

the record he is producing. His assistant is credited with the lowest percentage of arrears, and the best industrial increase in the fast-going Brooklyn 8 district.

Agent Sylvester J. McNeill has been appointed an assistant superintendent in Wilmington, Del., and Agent Adolph E. Gerndt as assistant superintendent in the Baltimore 1 district.

NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May. PRICE, \$3.00 and \$1.50 respectively.

NEW PREMIUMS AND VALUES

Commonwealth Life of Omaha, Neb.,
Announces Changes on All
Forms Which It Issues

The Commonwealth Life of Omaha has recently changed both premiums and values on all its forms. It has discontinued entirely the issuance of its quinquennial dividend policies and now writes only non-participating. It has changed its disability clause which now contains two benefits: \$100 per year for every \$1,000 insurance, for life during disability upon loss of any two members or through disease, premiums waived; and \$50 per year for every \$1,000 insurance for life during disability upon loss of one member, as has been given under old policies. Premiums must be continued under this benefit. The period of time allowed for cash values and paid-up policies has been changed from 6 to 3 months.

Rates at age 35 on the new forms are as follows: 20-payment life, premium reduction with 20-year endowment option, \$48.03; 20-payment life including disability benefit, \$33.46; 20-payment life with return premiums including disability benefits, \$39.72; 20-payment issued as death benefit policy, providing that if death occurs within 10 years one-half additional will be paid, \$40.48; 15-payment including disability, \$40.15; 10-payment including disability, \$33.23; ordinary life, \$25.08; ordinary life paid-up at age 70, \$26.50; ordinary life additional death benefit paid-up at age 70, \$33.52; 20-year endowment with disability included up to age 55, \$45.71; 15-year endowment, same, \$61.45; 10-year endowment, same, \$94.18.

Protective Life

The policy, rates and methods of paying dividends have all been changed by the Protective Life of Birmingham, Ala. A new rate book has been issued covering these changes. The wording of the policy is changed in a number of clauses, the military and naval clause is inserted, but the principal change is that annual dividends start at the beginning of the first year instead of after the first five years. The new rate book covers 233 as against 188 pages for the old. The company is now issuing both double indemnity and total disability. Instead of the old ordinary life and limited payment policy it issues endowments at age 35, continuous, 20, 15 and 10-payments. On its 20-year endowment the premiums and values are changed at age 35, the new premium being \$50.59 as against \$48.67. The new premium on the 15-year endowment at age 35 is \$68.75 as against \$65.51 and on the 10-year endowment \$104.08 as against \$101.70. Changes are likewise made in the non-participating forms, the new rate on the 20-year endowment at age 35 being \$44.32 as against \$43.25; on the 15-year endowment \$61.02 as against \$59.55 and on the 10-year endowment \$95.64 as against \$92.45. Changes are also made in the monthly income and installment policies. The company is branching out in business and in doing so is bringing its policies and rate book strictly up to date.

Home Life of New York

The Home Life of New York has issued a new rate book of its main forms which is intended more especially

for sub-agents. The general information for the use of agents has been brought up to date. The company now issues an additional accidental death benefit for which the rates at age 35 are, per extra \$1,000: Ordinary life or continuous payment endowment, \$1.25; 10-payment life, \$2.95; 15-payment life, \$2.15; 20-payment life, \$1.78.

The following are the maximum amounts which the company will now carry at its own risk: Under 21, discretionary; 21 to 48, inclusive, \$40,000; 49 and 50, \$35,000; 51 and 52, \$30,000; 53 to 55, inclusive, \$25,000; 56, \$20,000; 57, \$17,000; 58, \$15,000; 59, \$13,000; 60, \$10,000; 61, \$8,000; 62, \$6,000; 63 to 65, inclusive, \$5,000. The company has made arrangements to reinsure first class risks for an amount equal to that which it takes at its own risk.

The convertible term policy is now issued for periods of five and ten years only.

Central States of St. Louis

The Central States Life of St. Louis is no longer charging an extra rate of \$3 per thousand for insurance on the lives of women. The company recently issued a new rate book covering premiums on the disability and life conservation clause.

Manhattan Mutual Life

Dividends are now being paid to all policyholders of the Manhattan Mutual Life of Kansas, at the end of the second year, as per the following schedule: 10-year convertible option policies, 11 percent of the annual premium; ordinary life policies, 16 percent of the annual premium; 20-payment life policies, 15 percent of the annual premium; 15-payment life policies, 12 percent of the annual premium; 10-payment life policies, 8 percent of the annual premium; 20-year endowment policies, 8 percent of the annual premium; 15-year endowment policies, 6 percent of the annual premium; 10-year endowment policies, 5 percent of the annual premium.

Central Life of Des Moines

The Central Life of Des Moines is paying 4 percent instead of 5 percent interest on funds left with the company and is allowing 4 percent discount on premiums paid in advance. The company resumed the payment of dividends on July 1, 1920. Its new dividend scale will probably not be determined until sometime after Jan. 1.

Kansas Life

The Kansas Life of Topeka has issued a new form of disability clause, for which an additional premium charge is made. The old form provided that in case of total disability the policy became a claim and was payable in 20 equal installments to the insured or beneficiary in full settlement and for this benefit no additional charge was made, but it was made a part of all the forms of policies which the company issues. This form is still issued where the new form is not applied for.

American National of Texas

The American National of Galveston announces that application for double indemnity on female lives who are not employed in hazardous occupations may now be submitted with regular applications for life insurance. The extra premium is \$2 per \$1,000.

Mutual Benefit

The Mutual Benefit dividend schedule will remain unchanged during 1921.

Rates Reduced

Premium rates reduced
September, 1920.

All leading forms of poli-
cies written.

Best of contracts to agents.

Two general Agencies open
in Iowa.

Write for information.

LOUIS H. KOCH, President

**National American
Life Insurance Co.**

Burlington, Iowa

The Provident Life and Trust Company of Philadelphia (Penna.)

Provident agents are sell-
ing not only protection but
satisfaction.

The policyholder who
matures a Provident Long
Endowment is a center of
Provident influence in
his community.

PROTECTION + THRIFT = SATISFACTION

"THE COMPANY OF CO-OPERATION"

**DES MOINES
LIFE AND
ANNUITY
COMPANY**

We will insure the whole family!
Any plan, any age, either sex!

This is a service our men
appreciate these days.

If it appeals to you, write

**HOME OFFICE
DES MOINES (R-T Bldg.) IOWA**

**TERRITORY
IOWA SOUTH DAKOTA**

NET COST ARGUMENTS AID TO THE TWISTER

(CONTINUED FROM PAGE 3)

do lie—or at least they do not tell all of the truth. The very act of selling life insurance by figures is a weak evasion of a strong truth, as I believe I have already suggested.

Permanent Benefits

The only things that are permanent, unchanging, and persisting, on which the whole structure of life insurance was conceived and erected, are the benefits and value of the insuring clause—the benefits to one's dependents. The great risk and great cost is the risk and cost of not insuring.

At the time of your first interview with your prospect it was your duty to firmly imbed in his mentality the thing you wanted there. The very thought of life insurance was probably not there until you suggested it. Now that you have him open to your suggestive impulses, what are you going to put there? Cost, cash value, figures, figures and more figures, selfish thoughts of personal benefits?

He Talks What You Talk

You talk cost and he thinks cost. You talk cash value and he thinks cash value. You talk about what he gets at the end of 20 years from now, an arbitrary jumping off place which has been adopted in memory of the old tontine days, and he foolishly follows you and tries to project himself, his family and his needs 20 years into the future—just accepting your thoughts, your ideas, and trusting you and them. When someone else comes along with the human truth and builds nearer to earth—to the tomorrows and the next weeks and the next years of his life—your house of figures lacks the strong inducements to persist against the plans of the newer architect. He deserts you and moves into new quarters. You lose your renewal rents. You lose his confidence. You have strengthened the hands of the other fellow. You have weakened the structure of life insurance, and you've got to seek a new tenant.

Getting Real Things Presented

If you had stressed insuring benefits—not investment benefits—and maturity value—that is, its value as a claim, its predominant and basic value—instead of intermediary cash values—and if you had impressed him with the risk and cost of not insuring, rather than the slight cost of insuring—these are the things—these are the comforts he will consider before moving out. These will have been the primal forces which caused him to act and will cause him to persist.

The insurance must be sold for its insuring function above every other consideration, and when so sold it will be sold forever. Your exposition of the insuring purpose must be combined with the right contract.

To paraphrase a hackneyed saying: You can sell most people some kind of a policy—you can sell some people any kind of a policy but you can't sell all people one kind of a policy. Any kind of a policy is better than none but some are better than others.

Fitting Policy to Prospect

I believe in fitting a policy so closely to the benefits required that no twister can change it. If I find a condition requiring an unusual policy, say a continuous monthly income policy, I assure myself first that no other form of income policy will answer the purpose as well. I would sell it because no other will take its place as well—but I would go further. I would make it very clear to my client that part of the premium is made up of deferred survivorship benefits—that the premium would be less without these contingent benefits. I tell him just how much less. I would tell him very clearly that if his beneficiary dies before him there will be no consideration for this extra premium. If his beneficiary dies before receiving the income for the period guaranteed the extra premium paid would have been unnecessary. The extra premium does not increase his dividends or any other value in the policy for himself. He would buy it with all these facts clearly understood. I show him the best alternative I or anyone else could sell him. He clearly sees my reasons, and can decide with all the facts before him. When I close the business I never worry about that policy. I know it will persist



The Prudential Insurance Company of America

Forrest F. Dryden, President

Home Office, Newark, N. J.

Incorporated under the Laws of the State of New Jersey

Insurance in Force Over \$245,000,000

For co-operation
with agents in securing the
complete satisfaction of policyholders

The Equitable Life Insurance Company of Iowa

maintains a SERVICE Department which
opens for them a broader field
of opportunity and
assures success

New Business in 1920 Over \$52,000,000

ORGANIZED
1901.

ASSETS OVER
\$3,000,000.00

**Guarantee Fund
Life
Association
Omaha.**

ATTRACTIVE
CONTRACTS for
MEN OF ABILITY

PURE LIFE
INSURANCE
PROTECTION

A text book for beginners, a review book for experienced men, a book that every life insurance man should have—Jacob A. Jackson's "Easy Lessons in Life Insurance." \$1.00, including Quis Book supplement. The National Underwriter, 1923 Insurance Exchange, Chicago.

Two "Closers" Wanted

to travel in Indiana, Illinois, Iowa and Missouri to do special work, especially with new agents.

Farmers National Life Insurance Co.

3401 Michigan Avenue, CHICAGO, ILL.

RARE OPPORTUNITY

Two General Agency Openings In the State of Montana

A splendid direct Home Office contract under which a profitable and permanent business can be established is waiting for the right man.

THE COMPANY NOW HAS MORE THAN \$76,000,000
OF INSURANCE IN FORCE

The Minnesota Mutual Life Insurance Co.
ST. PAUL, MINNESOTA

The complete weekly newspaper of
insurance—The National Underwriter.

while the conditions under which it was sold persist.

But I am quite careful to be right. I wouldn't like, for instance, to have sold such a policy to a man say 40, for the benefit of a young child, because there are other forms more suitable for that situation.

I would be very careful about the conditions requiring insurance of a client who thinks he wants endowment insurance, if I believe he really ought to have life insurance. I would weigh very carefully the situation of a man who thinks he wants limited payment life when he really ought to have ordinary life.

I have known, and so have many of you, agents who have sold certain forms of insurance with the intention of creating for them an opportunity of going back in a few years and changing it.

Loss By the Transaction

I once made some calculations, early in my career in the business, when I was trying to find out the best way to insure a man—that is, the best form of insurance in which to specialize. These calculations convinced me then, and I am still convinced that 35 percent of the men who buy, say 20 year endowment policies made irreparable insurance losses by the transaction. I do not mean by this that the other 65 percent were right. I merely mean that 35 percent were incontrovertibly wrong. My studies have so convinced me of certain fundamental opinions I hold, that of over eight millions of business I have personally placed since 1912, all but about \$100,000 is one form, and most of that \$100,000 was because the applicants were uninsurable except on some higher premium form. I know that my business has persisted.

I try my utmost to know when I write a case that there is no better way to write it. I believe in being liberal in service, rendering it beyond the limit ordinarily expected. That goes beyond the mere writing the business. In my own case I know that I give more of my time and service to clients after business has been placed than before or during the placing of it. I have reason to know that such service meets with the greatest appreciation and return.

Do not misunderstand me to say that

endowment and limited payment life forms should not be written. I emphatically do not say so. They have their function. I do suggest however that they have the least persistency because they furnish less under the insuring clause than other forms calling for equal deposits and therefore are more costly to the beneficiary, whom I consider the most important party under a life insurance contract.

They certainly furnish the most fertile field for the "adjuster" because they furnish the most desirable "leads" in an office, are regularly handed out to the agents by the office managers as the most accessible and ready material for new business.

Ordinary Life Policy

I express only as my own opinion the suggestion that in practically every case where life insurance is needed some form of the ordinary life contract most completely offers the insuring medium. It is the most satisfactory form to recommend because it accomplishes completely all that is most worth while under life insurance.

I admit that there are exceptions, but I believe and state it frankly that the most important function the higher premium forms have to perform is to permit the company to insure lives which would otherwise be uninsurable. They reduce the company's risk and limit the period of the risk. Then such forms are used for that purpose they are of great value and incalculable good.

No Harvest for Twisters

I do not wish to sow seed for the twister to reap. I want my policyholder to be in a position to keep his insurance as I wrote it. To do that I try to give him for his family maximum insurance value, carefully fitted to his family's requirements. If a policyholder is called by death, I want to know that the policy I sold him is going to do for his wife and little ones the maximum good that the deposits I recommended are capable of producing. Business placed with these ideals cannot fail to persist even under adverse conditions.

Life insurance is a glorious thing. It is one of the great social developments civilization has conferred. The public is being taught to appreciate it and value it above any other possession. It should

The Close of the Day's Work

WHEN you begin to figure up your earnings and recall the several reason for failures during the past year, you then more than any other time keenly realize the importance of a helpful constructive home office service that trains you to overcome such failures.

One of the vital elements which makes your day profitable is a harmonious working arrangement with home office officials and a direct co-operative spirit generously given.

All this and more we constantly strive to give our agents. This coupled with good policy contracts and liberal commissions, is an incentive which should interest any ambitious agent who wishes to make the most of his salesmanship efforts.

We would like to hear from several good men for important field positions

Inter-Southern Life Insurance Company

JAMES R. DUFFIN, President

LOUISVILLE, KENTUCKY

BUILD YOUR OWN BUSINESS

Under Our Direct General Agency Contract

Our Policies Provide for

Double Indemnity Disability Benefits
Reducing Premiums

SEE THE NEW LOW RATES

ORGANIZED 1850
The Manhattan Life
INSURANCE CO.

66 BROADWAY

NEW YORK

never be treated lightly with a "touch and go" spirit. It should be thought of in terms of life, to have and to hold until death.

Should Be Well Insured

When you have insured a man he should be so well and thoughtfully insured that in delivering your policy you can say to him—"Your insurance is in a condition that never needs adjustment—you have the best insurance that can be secured—your family is permanently protected for the maximum benefits your deposits can secure and the only change which should ever be necessary is to increase the amount."

When he has given you a policy and has paid you the premium he has virtually said to you: "I have confidence in you. I have permitted you to advise me in my most sacred obligation—because I believe you are capable of advising me. I believe you have given me freely your best mature judgment. I trust you." Therefore be jealous of this trust and never betray it. Do not let a trifling extra commission betray your true judgment.

If there are any just starting in this business, acquire a complete knowledge of it, not its mathematics—but its purposes and true functions; its adaptability to human needs, and the correct method of applying its benefits. Go out with the purpose of conferring benefits rather than receiving them—so that the man who gives you his confidence never needs to withdraw it. You will be a credit to yourself, a potent factor in the business, and you will make money.

GREAT IMPROVEMENT IN LIFE INSURANCE

(CONTINUED FROM PAGE 4)

people of smaller means could get old life insurance at reasonable rates, instead of forcing them to seek protection in the speculative kinds. This would be a fine thing for the community and for the nation at large. It would do away with the system of government pensions which in the long run has a socialistic trend. It would make unnecessary public institutions to harbor those who were unable to provide for their old age. All of this would mean a savings to the nation both from a social and economic standpoint.

Society, Mr. Ramsay said, owes every man his daily bread, but not in the literal sense of the word. Rather it owes him the right to earn his daily bread. By the same right he must earn protection against his old age, against his years of disability, and for his dependents. He should be given the opportunity to earn and pay for this protection just as he pays for a pair of shoes or any other necessary commodity.

Getting Down to Work

One of the well-known agency organs quotes John B. Fletcher, vice-president of the Fort Dearborn National Bank, Chicago, as saying, "Let's all work ten hours a day for two years." It concludes with this remark: "What a wonderful country this would be at the end of that time if every able-bodied adult person in the country would carry out his suggestion!"

Phoenix Mutual's New Magazine

"The Phoenix Quill" is the name of a magazine just launched by the Phoenix Mutual Life, Hartford, Conn., for its employees. The initial issue contains a picture of the company's new home as a front cover adornment. President Holcombe contributes an inspirational article and the editor, Miss Grace C. Bidwell, explains that while quills have been used for many purposes through many ages, it was thought about time to pluck a "quill" from their own bird.

J. W. Sondelmayer, agent for the Iowa Life at Mason City, Ia., is mysteriously missing from his home there. An examination of his business affairs showed them to be in the best of condition, and none of his friends have been able to assign any reason for his disappearance.

BIG MEN WILL SPEAK

DALLAS PROGRAM ANNOUNCED

Scovel, Ganse and Thorp Will Be Headliners at Sales Congress to Be Held Jan. 6

DALLAS, TEX., Dec. 21.—With three of the most prominent life insurance men in the United States on the program for addresses, men who know the insurance game from the ground up, and with some 700 insurance writers of Texas, Oklahoma and Louisiana certain to attend, the annual sales congress of the North Texas Association of Life Underwriters here, Jan. 6, will be the biggest insurance gathering in the southwest this season. Problems in selling insurance and the value of insurance, the kinds of insurance which leaders believe to be the best, and state and national association work are to be the subjects for discussion at the coming conference.

The program for the Dallas congress, the first of 50 to be held over the United States during the next three months, was announced by James B. Harris, secretary of the association, this week. The main speakers for the coming congress will be Charles W. Scovel of Pittsburgh, Franklin W. Ganse of Boston, and Orville Thorp of Dallas.

In addition to the annual sales congress of the North Texas association, several of the Dallas companies and the companies having state managers here are going to have their annual meetings of agents in Dallas following the big congress. These agents' meetings are to be held on Friday and Saturday, Jan. 7-8. The agents of these companies will be here for the big sales congress.

The program for the congress is as follows:

Forenoon

Address of welcome—Henry Camp Harris, Dallas.

The Selling Process—Barney Pearson, Dallas.

Insurance Covering Inheritance Taxes—Franklin W. Ganse of Boston.

Questionnaire or round table discussion.

Association Affairs, State and National—Orville Thorp, Dallas.

Afternoon

Business Insurance—George Waverly Briggs, Dallas; Charles W. Scovel, Pittsburgh, and Franklin W. Ganse, Boston. The first two speakers will be allotted 30 minutes each for their discussion while Mr. Ganse will be given 20 minutes.

Questionnaire or round table discussion.

Income Insurance—Charles W. Scovel, Pittsburgh.

Following the discussion of this question, which will be the feature of the conference, there will be another round table discussion.

There may be some other subjects discussed at the conference but they will be of minor importance, according to James B. Harris, secretary of the North Texas Association of Life Underwriters. The local association will arrange for the entertainment of the speakers and visitors while they are in Dallas. The program of entertainment will be announced later, with any additional matters to be taken up during the conference.

Missouri Judgment Reduced

By order of the Missouri supreme court, judgment has been entered against the Mutual Life of New York for \$62,500 in favor of Mrs. Mary C. Lebing, widow of the late Col. Frederick W. V. Blees of Macon, Mo., head of a military school there. Suit was filed in St. Louis and a judgment was rendered there in favor of Mrs. Lebing for \$107,542. A part of this judgment was given on the theory that the insurance company had caused vexatious delays, and was in the nature of punitive damages.

Central States Life Insurance Company

St. Louis, Mo.

Insurance in force - - \$58,000,000.00

JAMES A. McVOY
Vice-President and General Manager

"SAFE AS A GOVERNMENT BOND"

The OHIO STATE LIFE

LIFE, HEALTH, ACCIDENT AND MONTHLY INCOME INSURANCE.

SEE → LATEST POLICIES AND AGENCY CONTRACT FOR FACTS

Openings OHIO, IND., KY., MICH. and W. VA. Write Columbus

WANTED

A General Agent for Cincinnati

By

THE MIDLAND MUTUAL LIFE INSURANCE COMPANY
of Columbus, Ohio

Look up the record of this Company, then write the Secretary for particulars. Here's a life-time opportunity for the qualified man willing to work.



The Masonic Mutual Life Association

Of the District of Columbia

Chartered by Special Act of Congress, March 3, 1869

The Security of the Old Line
The Economy of the Fraternal

Select work, with big returns to high class representatives. For terms and territory, write to

WM. MONTGOMERY, President and Gen. Mgr.
New Masonic Temple Washington, D. C.

"The Capitol Life Insurance Company desires to obtain the services of good, reliable agents in all unoccupied territory. Please address the company for further information."

The Capitol Life Insurance Co. of Colorado

Thomas F. Daly, President
Denver, Colorado

Frans Nelson, President

J.F. Uehling, Secretary



OMAHA, NEBRASKA

The Giant of the West



Southland Life Insurance Co.

DALLAS, TEXAS

The Progressive Company of the South
HARRY L. SEAY, President

HOME LIFE INSURANCE CO. NEW YORK

WM. R. MARSHALL, President

The 60th Annual statement shows admitted Assets of \$7,780,735 and the Insurance in Force \$185,755,819—a gain for the year 1919 of over \$27,000,000. The insurance effected during the year was over \$40,000,000, or 63% more than in the previous year. The amount paid to policyholders during the year was over \$4,388,000.

W. A. R. BRUEHL & SONS
General Managers
Central and Southern Ohio and Northern Kentucky
Rooms 601-606 The Fourth Nat. Bank Bldg.
CINCINNATI, OHIO

HOYT W. GALE
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CLEVELAND, OHIO

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Telephone, Randolph 7684

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Premiums, Reserves, Surrender Values,
etc., Calculated. Valuations and Exam-
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PROBLEMS OF THE SMALL COMPANY

President A. E. Werkhoff of the LaFayette Life Dis-
cusses Policy Loans, Lapses and Investment Questions

By N. H. WEED

PRESIDENT A. E. WERKHOFF, of the LaFayette Life, of LaFayette, Ind., looking out of the windows of his company's fine offices in its new building, which, incidentally, has served to put the town of LaFayette more forcibly on the map than ever before, said the other day that a few problems are confronting small, but solid, life insurance companies which call for very serious consideration.

"Take the question of policy loans, for instance," said Mr. Werkhoff. "These loan applications are increasing in number every mail, and, in my opinion, the financial situation is such that there may not be any lessening of these demands expected for some months to come. In our own case, some of our old contracts call for such loans at 6 per cent, although 6 per cent is the rate on younger policies. I do not think we will be in the position, as these applications increase in number, that some companies found themselves in, not so many years ago, of having to sell gilt-edged securities to furnish funds for such loans, but conservatism in other investments seems absolutely necessary.

Question of Farm Loans

"Take farm loans, for instance, in which this institution has the bulk of its assets invested. On my desk this morning there are applications for no less than \$339,000 of such loans, and we have just about \$100,000 free for such investments. Naturally it would seem an opportunity to pick and choose only the best of such investments, but my company, loaning as it does only one-third of the actual value of the property, instead of 50 per cent, as many other companies do, already has fixed a rather high standard for such loans, which leaves little room for betterment. We are not at all interested in the many other opportunities for investing our free cash in securities other than farm loans, for the reason that the stability of our land values seems to offset the advantages of excess interest earnings on other securities. As a banker I cannot fail to realize that life insurance companies do not have, as all banks do, the advantage of a 'contingent fund account,' which is for the one purpose of absorbing any losses due to any investment which turns out less profitable than was expected. A bank can take its losses on any such investments and charge them to such accounts without the loss of prestige and reputation that a life insurance company, which must plainly state the facts, would naturally incur in such cases.

Pay Especial Attention to Lapses

"Another thing in relation to these increasing policy loan applications is the increased tendency to lapsation, which these naturally bring about. Our company has not worshiped the god of volume at all during these last few years of 'easy' business and has been content to merely accept a reasonable amount of new business without straining for any largely increased amount. Our figures at the end of the year are expected to show about \$15,000,000 in force, which will be a gain of about \$2,500,000 only, and we are content with this, especially in view of the fact that our ratio of actual to expected mortality, so far this year, has only been one-half of last year's experience, and, roughly speaking, is about 30 per cent only of the expected. This may, of course, be changed by December losses somewhat, but we hope not. But

we expect to pay particular attention to our lapses and are at this time considering the best way to maintain the very favorable record we have had in the past on this account. Our experience with a 'renewal' man, working on a salary and commission basis, was not satisfactory some time ago. Our man was a good one, but the results seemed to indicate that the fault was, not with the man, but with the plan of his work."

Home Office Building Returns

Asked about the net interest earnings on his company's home office building, President Werkhoff said that the investment was not yet old enough to warrant an explicit answer to this. The company has every inch of office space rented and has a large waiting list of possible tenants on file and considers that, for the present at least, its rate of \$1 a square foot is a fair one.

"This may seem small in comparison with the rental charges in Chicago and New York office buildings, but is a fair rate for a town like LaFayette, and our net interest earnings on this investment, I feel sure of this, will be entirely satisfactory. We propose gradually reducing this investment's value as a listed asset, charging off a certain amount each year, as I conceive this just as good a policy for an insurance company in dealing with its own home office building, as with the owner of a frame dwelling house. Certainly no friction with its home, or any other, state insurance department may be looked for by any company regarding this sort of an investment, may be looked for where such is the company's practice."

Difficulties in Erection

Mr. Werkhoff's interviewer had not before had a chance to inspect the handsome new office building of the LaFayette Life, and, commenting on its beauty and impressiveness, was amused at a tale which the president told about its erection. It seems that, due to the fact it was erected during the Great War, difficulty after difficulty arose and as each one of these was overcome, another came up. At last the Cincinnati architect came into the president's office and threw up his hands. About twenty tons of structural steel, needed in the building's elevator shafts, could not be delivered and work seemed to be at a standstill as all efforts on the part of the architect to get a "priority order" from Washington were in vain. Mr. Werkhoff, being a banker, had some ideas on the subject which he thought might work out right, and correspondence with Washington promptly brought the priority order longed for, work on the building was resumed and soon finished. The architect was greatly surprised at the quick action gained, asked Mr. Werkhoff how he managed it and suggested that he must have had a very powerful "pull" with the authorities.

Asked Aid for Bank

"Not at all," said Mr. Werkhoff. "I had not a bit of influence behind me. I merely pointed out that one of our LaFayette banks was at that time housed in pitifully inadequate quarters and its business operations were badly hampered thereby. And that the completion of our building would enable it better to do its part towards helping the United States to win the war. Life insurance companies and banks combined, you well know, played an important part in all that. And as a result of this correspondence our priority order came in first mail. I quite forgot, however, in my letter written



A. E. WERKHOFF
President LaFayette Life

to Washington, to state that the bank in question was merely a savings bank, not having checking accounts, but this omission apparently was of no importance and the government's favorable attitude in helping banks in every way possible was not altered."

Mutual Life's Big Year

Second Vice-President George T. Dexter of the Mutual Life says that the new business of the company this year will run over \$400,000,000. In commenting on the future he says: "We are not blind to the fact that conditions are changing. Next year will put our metal to the test and to equal our 1920 accomplishments will require the entire energy, industry and application of every man in the field."

Assistant or Partner Wanted

A successful life insurance man with wider business influence and acquaintance than he can utilize alone is disposed to take an assistant or partner to aid in developing both life and other insurance lines. State connections, income and experience. Address 29-Y, care of National Underwriter.

A Penn Mutual Premium, less a Penn Mutual Dividend, purchasing a Penn Mutual Policy, containing Penn Mutual Values, makes an Insurance Proposition which is the sum of all its Benefits, is unsurpassed for net low cost and care of interest of all members.

The Penn Mutual Life Insurance Company of Philadelphia

On January 1, 1920, Rates Were Reduced
and Values Increased to Full 3% Reserve.

It does 3 things:

- ☑ Gives every Agent a Square Deal.
- ☑ Pays equal compensation for equal work.
- ☑ Affords every Agent the same opportunity for expansion and organization building.

These are three things which most agency contracts do not do. Does yours?

Ask about the Square Deal Contract

Guardian Life
Insurance Company
Madison, Wisconsin

Income Insurance Is Presented From the Viewpoint of Layman

HENRY CAMP HARRIS of Dallas, president of the North Texas Association of Life Underwriters, speaking at the recent meeting of the South Texas Association at Houston, Tex., on income insurance, presented his arguments from the viewpoint of a layman. He said:

"I am the owner of what is known as a life insurance policy payable in monthly installments at my death.

"I make this statement with pride—that natural pride of ownership. I like to tell about that part of my small estate that I value most.

"It is true that I have not possessed this asset but a short time, due entirely to the fact that I did not know it could be obtained.

"One day a man representing the Blank Insurance Company came to me and talked a language I could understand. He talked in terms not of his business but of mine. He made me realize that my heart's desire was to earn enough money to provide a living for myself and family, to have a few pleasures with them, then to get together some property or estate.

"His guess was easy for I am just an average human being. I did not hear him mention a coffin, a hearse, nor a grave. No tears were shed for widow or orphans.

"I did hear him say that his concern had many millions of dollars in assets consisting of farm mortgages at interest, stocks and bonds at interest, real estate earning money and cash in banks at interest. I readily agreed with him that these were really property—just what I was after.

"He very simply showed me how I could acquire some of this property and that I could do this with a small cash payment and the balance in annual installments within my reach.

"He touched a tender spot when he talked of my old age. I did not need any government statistics to tell me that only one man in 30 at age 60 uses his own money. I see living examples of this each day. I liked this silent partner feature that would back me up when my earning power left me.

"A term in this acquiring plan that appealed to me said that if after making the first payment I should become totally and permanently disabled the concern would make the payments for me and also pay to me each month a sum equal to good interest on my entire investment. Then, in case of my death would forget all payments made to me, cancel the unpaid portion due by me and pay to my wife this monthly sum as long as she lived.

"He showed me how then at my death the concern bought back this property from me, holding it in a trust fund earning money, and that each month they would pay a part of principal and interest to my widow. Now my wife knows nothing of business, but she can make a definite amount of money go farther than anyone I ever knew.

"This plan of both acquiring and then administering this estate answered my life's problem. I now have a simple deed to the very thing that I have desired.

"Do you blame me for being proud of my insured estate that covers every human need?"

Mutual Life Officers

At the closing session of the eighth annual convention of the National Association of Mutual Life Underwriters in Chicago last week the following officers were elected. President, Dr. George W. Hopkins, Cleveland; vice-president, Edward M. Martin, Omaha; secretary, Nelson O. Tiffany, Buffalo; treasurer, A. J. Davis, Cincinnati; executive committee, J. W. Hughes, Omaha; J. F. Hewitt, Des Moines, and Nelson O. Tiffany.

AGENCY MAKES GOOD RECORD

Cleveland Office of State Mutual Life
Complimented Highly by Officials of Company

That the Cleveland office of the State Mutual Life Assurance Company leads other large agencies in the middle west field, if not the country, is the opinion of Secretary P. W. Carter and Assistant Treasurer H. C. Smith of the State Mutual, following a visit to Cleveland last week, when they were guests of E. M. France, general agent. Mr. Carter and Mr. Smith are making an inspection of important agencies in the western field, to look over the real estate loan situation.

Upward trend of life business is proved in a careful survey of conditions being made by General Agent France. This survey, he points out, shows that a line marking an average 30 percent increase in business can be seen, in spite of peaks and valleys that occur in it due to the unusual general business conditions of the last few months.

"It is our belief here in Cleveland," says Mr. France, "based upon past upheavals in business, that a return to normal can be expected in another three months. That was the condition back in 1907, and there is not the money stringency to contend with as was the case thirteen years ago."

Mr. France is one of the pioneers in life insurance in that section, and has had more than 20 years' experience in the business.

Hoffman's Agency Contest Ends

The agency force of H. G. Hoffman's general agency at Mt. Sterling, Ky., has just concluded an eight weeks contest, beginning Oct. 15 and ending Dec. 15, which produced, during the allotted eight weeks \$400,000 new business.

The first prize, which was offered to the agent exceeding his allotment by the greatest percentage, was won by Mr. A. S. Johnson. This is considered a rather remarkable achievement inasmuch as Mr. Johnson has only been connected with the Pacific Mutual agency since September, his only previous experience being two months with one of the eastern agencies. The fact that he followed closely the system outlined by his agency office, and was a student in the Pacific Mutual school for salesmen accounts for his carrying off first honors in the contest. The first prize was a handsome leather suitcase fitted throughout with ivory toilet articles.

The second prize, a pair of fur lined gloves, was won by Special Agent Coleman for obtaining the greatest number of applications. The third prize, a course in the Research & Review Service, of which Special Agent Lewis A. Judy was the winner, was given for the greatest number of interviews, and the fourth prize, a handsome leather wallet for applications, was won by Mrs. Mattis Myers for the greatest percentage of applications closed with binders.

The record of the Mt. Sterling Agency is one worthy of honorable mention at least, the allotment for 1920 being \$800,000 and the amount of business produced to date \$1,771,000.

Did Not Back Ordinance

In a recent issue THE NATIONAL UNDERWRITER spoke about the agent of the Franklin Life at Kearney, Neb., devising a unique advertising stunt in having the name "Franklin Life" arranged in large letters along the parkway of a boulevard in the city, the foliage changing with the seasons and giving a most pleasing effect. It stated that some of the other agents in the city endeavored to secure the passage of an ordinance preventing the use of public grounds for business advertisements in view of the use of the parkway by the agent of the Franklin. It seems, however, that the agents of other companies did not attempt to secure such an ordinance. The information was incorrect to this extent.

OHIO NATIONAL LIFE INSURANCE Co.

CINCINNATI, O.

NOW is the Golden Day of Life Insurance. It is the best time to get connected with a solid company and build a foundation for the future. Good business was never so easy to get. People believe in and are buying life insurance.

The Ohio National pays agents well for their work and backs them with all its power and facilities.

Territory open in Ohio, West Virginia and Kentucky, Tennessee, Michigan, Nebraska and Kansas.

A. BETTINGER

President

T. W. APPLEBY

Secretary and Agency Manager

City Manager Wanted

Our HOME OFFICE agency is open for a high grade man. Exclusive arrangements will be made and unusual cooperation extended. Full charge of organization in Sioux City (72,000 people) to be turned over to the right man. We offer an unusually fine assortment of policy contracts with various exclusive features. The Company is on THREE PER CENT, Straight Modified Preliminary Term, Non-Participating basis. We write Double Indemnity and Total Disability Agreements. The Home Office leads and real cooperation will prove invaluable both from the standpoint of organization and personal writing. A company has no better opportunity to offer than its HOME OFFICE AGENCY. If you are interested and think that your record will stand the test get in touch with us at once. Address the Home Office of

The Conservative Life Insurance Co.

HOME OFFICE, SIOUX CITY, IOWA

B. H. SAXTON, Pres.

A. E. WILDER, Vice-Pres.

We have an opening for an Agency Organizer and instructor for field development work in the middle west. An experienced man of good personality will be given a splendid opportunity at a good salary. Address confidentially, giving full particulars:

William H. Hunt, President

The Cleveland Life Insurance Co.

Cleveland, Ohio

More Than One Million Policies Now In Force

Only four other life insurance companies in America have more policy contracts in force than this Company. A study of the following growth in ten years is invited:

	Jan. 1, 1910	Jan. 1, 1915	Jan. 1, 1920
Assets	\$ 4,867,379	\$ 8,763,566	\$ 18,682,446
Policies in Force	342,972	551,969	1,058,956
Insurance in Force	44,780,907	79,619,435	191,495,761

Attractive opportunities open to agents in Ohio, Indiana, Kentucky, West Virginia, Western Pennsylvania, Michigan, Illinois and Missouri.

The Western and Southern Life Insurance Co.

W. J. WILLIAMS, President

CINCINNATI, OHIO

Organized February 23, 1888

AMERICAN NATIONAL INSURANCE COMPANY

of GALVESTON, TEXAS

W. L. MOODY, JR. : : President

FIFTEENTH ANNUAL STATEMENT December 31, 1919

ASSETS		LIABILITIES	
Real Estate Owned.....	\$ 884,324.41	Net Reserve American Experi-	
Mortgage Loans, First Liens..	3,091,830.79	ence 3 and 3½ per cent.....	\$5,743,806.08
Loans Made to Policyholders		Special and Contingent Reserve	
on Company's Policies.....	651,057.17	Death Losses in Process of Ad-	226,521.59
Bonds.....	1,599,465.82	justment.....	52,629.75
Collateral Loans.....	32,600.00	All other Liabilities.....	160,126.13
Certificates of Deposit.....	46,679.22	Capital Stock.....	\$250,000.00
Cash in Banks.....	690,373.79	Assigned Funds.....	185,842.40
Interest Due and Accrued.....	157,631.02	Surplus.....	757,464.42
Net Deferred and Uncollected		Surplus Security to	
Premiums.....	168,995.82	Policyholders.....	1,193,306.82
All other Assets.....	2,827.82		
	\$7,315,786.37		\$7,315,786.37

Life Insurance in Force, \$101,632,847.00

Paid Policyholders, \$7,175,570.00

"ANCHOR TO THE ANICO"

For Further Particulars Write to:

C. S. HUTCHINGS
Actuary and Agency Manager
Ordinary Department

W. J. SHAW
Secretary and Manager
Industrial Department

WANTED

WE WANT A MANAGER

in every important center in Indiana where we are not represented. Only men of ability and probity will be considered. We offer liberal commission contracts to agents and salable policies to the public. The proposition we offer is unusual. Correspondence confidential.

GARY NATIONAL LIFE INSURANCE COMPANY

Gary, Indiana

WILBUR WYNANT, President

Improved Disability Provision

Claim may be made as soon as disability occurs—no probationary period.

Payments begin immediately on approval of claim—no probationary period.

Monthly payments, lifelong, conditioned on permanence of disability.

Immediate waiver of future premiums—no waiting until next anniversary.

Full amount of insurance paid when insured dies, without deduction for disability payments or for premiums waived.

This new disability provision brings the service of America's oldest legal reserve life insurance company still closer to the needs of the insuring public.

For terms to producing Agents address

The Mutual Life Insurance Company of New York

34 Nassau Street, New York

A BINDING RECEIPT SUGGESTION

Here is a suggestion that may help in some cases to obtain the first premium when the application is signed. If you say, "And now please give me your check," up comes the average man's guard—he doesn't like to part with his money until the goods are delivered. But if you say, "I suppose you wish this insurance to be in force from today—immediately," and he says, "Yes," then you can ask him for it.

If he demurs, in a moment you have shown him that he receives something of value for the immediate payment; and if he still does not wish to give his check, you will have given him no grounds for offense. In brief, a blunt, "Give me your check," may offend, and consequently fail; whereas the offer of immediate protection in return for immediate payment is reasonable and cannot offend.

No Contract Until Policy Issues

That the making of a contract of insurance would not be finally consummated until the policy should be issued and that until that was done the insurance company would have the right to refuse the application for insurance, was the holding, in effect, of the Texas supreme court in dismissing for want of jurisdiction the case of Mrs. M. E. Magness et al vs. Great Southern Life, a suit to recover \$3,000.

The son of Mrs. Magness made application for a policy for \$5,000, his mother being named beneficiary. The insurance company gave receipt containing certain stipulations at the time of the filing of the application. The application was not acted upon favorably because the applicant was within the draft age, and no policy was issued. At the death of the applicant his mother sued to recover the amount of insurance named in the application.

Agent's Widow Gets Estate

By asserting her dowry rights, Mrs. T. A. Cary has been allowed a full one-third share of the \$900,000 estate of her husband, former general agent at Richmond, Va., for the Northwestern Mutual Life. By the terms of the will, she was given only a life interest in a \$100,000 trust fund, the bulk of the estate being bequeathed to charitable and benevolent institutions. Under the laws of Virginia, a widow is entitled to a one-third portion of her husband's estate regardless of whatever wish he might have to allow her less than that amount.

Mr. Cary, it will be recalled, resigned the general agency of the Northwestern Mutual several years ago owing to a dispute over the ownership of a premium resulting from the conversion in his territory of a term policy written originally in New York city.

New Assistant Secretary.

W. O. Hoogestraat has been appointed assistant secretary of the First National-Northwestern Life. He will have charge of the Bulletin and all correspondence regarding loans. This arrangement will release the secretary for work in the field in his capacity of director of agencies. Mr. Hoogestraat has had experience in the field and is fitted both by training and experience for the position he fills.

Little Rock Agency Celebrates

Celebrating the writing of over \$1,000,000 of life insurance in November, Campbell & Hart, general agents for the Aetna Life at Little Rock, Ark., entertained their star producers Saturday with an agency meeting, followed by a banquet and theater party. A constructive program featuring all of the phases of selling life insurance was taken part in by the best salesmen of the agency. Seventy-five agents qualified for the agency meeting by writing a required volume of new life insurance in the month of November. This is said to be the largest number of life insurance agents ever attending and qualifying for a meeting of this nature in Little Rock.

Pushing Life Insurance Day

Winslow Russell, chairman of the educational committee which has charge of the promotion of the plans for National Life Insurance Day, Jan. 19, 1921, and National Life Insurance Week, Jan. 24-29, 1921, has provided some very

valuable standardized material for this campaign, which is being offered to local associations, agencies and individual agents at a very low price. The literature includes a large poster entitled, "Life insurance, the treasure ship that brings comfort to your home"; three leaflets for distribution to prospects, "Does Life Insurance Carry You?" "Lessons from the Lives of Three Men," "Are You Sure?" and another leaflet for the use of speakers, containing a number of forceful epigrammatic statements in regard to life insurance. The committee is also furnishing electrotypes for newspaper advertising, lantern slides showing the National Life Insurance Day posters and motion picture trailers showing the poster and life insurance sayings by prominent men.

May Move to Wichita

It is possible that the American Home Life of Topeka will move its headquarters to Wichita. This company is a consolidation of the Home Mutual of Topeka and the American Life of McPherson. It has recently been reorganized and is in fine financial condition now and with a large line of business on its books.

Sees "Moral Claim" Under War Clause

An unusual feature was incorporated in a decision rendered by the court of civil appeals at Dallas, Tex., last week in a case involving the liability of a life company on a policy containing the usual war clause, where the insured died while in military service. The court, while holding that the finding of the trial court in favor of the company must be sustained, asserted that there should be some moral way to force the company to pay the claim. Whether other courts will be able to discover this "moral way" remains to be seen.

The contention of the plaintiff in the case was that the company should be liable because it had accepted the application after the applicant had registered under the draft law, knowing that he was subject to military duties, that he was in the best of health and physical condition and that the probabilities were that he would be drafted.

Life Notes

The annual agency convention of the Union Central Life will be held at Palm Beach, Florida, Jan. 17-19.

Clifford L. McMillen, general agent of the Northwestern Mutual Life in Milwaukee, has been elected secretary of the University Club of Milwaukee.

Percy R. Forman, one of the leading producers of the Chicago agency of the Mutual Life, was presented with a brand new baby boy recently. It has been named Bruce.

County Judge John C. Karel of Milwaukee, takes the place of the late E. A. Williams of Neenah, Wis., who died recently, as president of the Equitable Fraternal Union. Judge Karel, a former Wisconsin university football star, is well known in fraternal circles.

Employees of the Bankers Life of Des Moines entertained at a holiday dance at the Hotel Fort Des Moines Saturday night. Officers of the company were guests.

H. W. Allen, general agent of the Mutual Benefit Life at Wichita, Kan., who has been in the hospital for some time following an operation, is recovering from its effects and expects to be back at his office in a short time.

J. P. Harmon, 64, veteran life insurance man of Des Moines, died at his home after a brief illness. He had been with the Mutual Life and prior to that time was agent at Dubuque for the Fleming Brothers agency of Des Moines.